

JANUARY, 1960

# Southern HARDWARE

University Microfilms  
313 North First St  
Ann Arbor Mich 4

In this issue, Highlighting the Market for Garden Tools and Supplies, Page 60



## HATS OFF!

### to our Distributor and Dealer friends...

• For over half a century the American Chain & Cable Company has maintained a warm and cordial working relationship with its many distributor and dealer friends throughout the SOUTHERN HARDWARE territory. We fully appreciate that this relationship has been largely responsible for the growing consumer acceptance our chain products have enjoyed in this area.

Certainly, the availability and acceptance of any product or line by the ultimate user is dependent, to a large degree, on the men who distribute and sell them. And so, as we start another year in business together, the American Chain & Cable Company would like to say,

*"HATS OFF to our Distributor and Dealer friends for a job well done!"*

ACCO



## AMERICAN CHAIN

American Chain Division • American Chain & Cable Company, Inc.

Bridgeport, Conn. • Factories: \*York and \*Braddock, Pa.

Sales Offices: \*Atlanta, Boston, \*Chicago, \*Denver, Detroit, \*Houston

\*Los Angeles, New York, Philadelphia, Pittsburgh, \*Portland, Ore., \*San Francisco

\*Indicates Warehouse Stocks

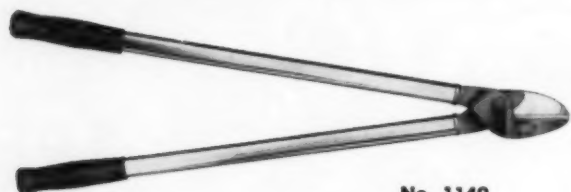
# New! METAL HANDLED SHEARS

Here's a group of brand new, handsomely styled shears that have actual built-in consumer appeal. High alloy metal handles polished and lacquered to a gleaming finish, fitted with comfortable molded rubber non-slip grips. These handles have been thoroughly strength tested and are forced on to the blades by hydraulic pressure so they will never loosen.

SEYMOUR SMITH

# SNAP-CUT

## GARDEN TOOLS



No. 1149  
25" OVERALL

SNAP-CUT

### LOPPING SHEARS

Same famous action as the SNAP-CUT PRUNER, but this lopper takes green branches up to 1-1/4". A clean, easy cutting tool that's light in weight and a joy to handle. 9/16" hardwood stick furnished with each shear so customer can try and compare before he buys.



No. 354-9  
9" BLADES

SNAP-CUT

### HEDGE SHEARS

Patented "Tension Bar" actually keeps blades in proper tension for best cutting. Also acts as shock absorber . . . makes hedge trimming an easier, pleasanter job. Cutlery steel blades have serrated and hardened edges and precision ground bevels. Bottom blade notched for cutting large growth.



No. 114-8  
8" BLADES

EZY-CUT

### HEDGE SHEARS

Precision ground cutlery steel blades. Top blade is serrated for sure blade grip and E-Z cutting action. Top blade notched for cutting large growth.



No. 114-6  
6" BLADES

EZY-CUT

### HEDGE SHEARS

Ideal, lightweight easy action shear for the ladies. Cutlery steel blades ground to keen, sharp cutting edge. Top blade notched for cutting large growth.

SEYMOUR SMITH  
**SNAP-CUT**  
Quality Tools  
Since 1850

SEYMOUR SMITH & SON, INC.,  
Oakville, Conn., U. S. A.

Sales Representative  
John H. Graham & Co. Inc.,  
105 Duane St., New York 8, N. Y.

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Volume 129

Number 1

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.



# "W-40" FISHING LINE ASSORTMENTS

EACH ASSORTMENT IN  
TRANSPARENT PLASTIC  
COUNTER DISPENSER!

OCCUPIES ONLY SIX  
SQUARE INCHES OF  
COUNTER SPACE!

COMPLETE WITH THE  
FAMOUS "W-40" MERMAID  
AS ILLUSTRATED!



*sells  
fishing  
line  
automatically*

## ASSORTMENT NO. 1

"W-40" SOFT MONOFILAMENT  
100 yd. spools — two connected  
color: MIST

Contains 24 spools as follows:

6 spools 4 lb. @ 1.00 retail	...	\$ 6.00
6 spools 5 lb. @ 1.10 retail	...	6.60
6 spools 6 lb. @ 1.20 retail	...	7.20
6 spools 8 lb. @ 1.40 retail	...	8.40
BRINGS DEALER		\$28.20

## ASSORTMENT NO. 1A

"W-40" SOFT MONOFILAMENT  
100 yd. spools — two connected  
color: MIST

Contains 24 spools as follows:

6 spools 6 lb. @ 1.20 retail	...	\$ 7.20
6 spools 8 lb. @ 1.40 retail	...	8.40
6 spools 10 lb. @ 1.75 retail	...	10.50
6 spools 12 lb. @ 2.10 retail	...	12.60
BRINGS DEALER		\$38.70

## ASSORTMENT NO. 2

"W-40" SOFT MONOFILAMENT  
100 yd. spools — two connected  
color: MIST

Contains 24 spools as follows:

6 spools 10 lb. @ 1.75 retail	...	\$10.50
6 spools 12 lb. @ 2.10 retail	...	12.60
6 spools 15 lb. @ 2.25 retail	...	13.50
6 spools 20 lb. @ 2.75 retail	...	16.50
BRINGS DEALER		\$53.10

## ASSORTMENT NO. 6

"W-40" SQUIDDING LINE  
50 yd. spools — six connected  
colors: GREEN OR TAN

Contains 24 spools as follows:

6 spools 16 lb. @ 1.40 retail	...	\$ 8.40
6 spools 27 lb. @ 1.50 retail	...	9.00
6 spools 36 lb. @ 1.65 retail	...	9.90
6 spools 45 lb. @ 1.85 retail	...	11.10
BRINGS DEALER		\$38.40

## ASSORTMENT NO. 4

"W-40" BAIT CASTING LINE  
50 yd. spools — two connected  
colors: CAMOUFLAGE OR BLACK

Contains 24 spools as follows:

6 spools 10 lb. @ 1.40 retail	...	\$ 8.40
6 spools 12 lb. @ 1.50 retail	...	9.00
6 spools 15 lb. @ 1.60 retail	...	9.60
6 spools 20 lb. @ 1.75 retail	...	10.50
BRINGS DEALER		\$37.50

## ASSORTMENT NO. 3

"W-40" BRAIDED MONOFILAMENT  
100 yd. spools — two connected  
color: AQUA

Contains 24 spools as follows:

6 spools 4 lb. @ 2.40 retail	...	\$14.40
6 spools 6 lb. @ 2.50 retail	...	15.00
6 spools 8 lb. @ 2.60 retail	...	15.60
6 spools 10 lb. @ 2.70 retail	...	16.20
BRINGS DEALER		\$61.20

## ASSORTMENT NO. 7

"W-40" FLOATING FLY LINES  
— each fly line in plastic box —  
color: SPECTRUM YELLOW

Contains 8 fly lines as follows:

2 — HDH @ 9.00 retail	...	\$18.00
2 — HCH @ 9.00 retail	...	18.00
2 — B @ 2.50 retail	...	5.00
2 — C @ 2.50 retail	...	5.00
BRINGS DEALER		\$46.00

## ASSORTMENT NO. 5

"W-40" BAIT CASTING LINE  
50 yd. spools — two connected  
colors: CAMOUFLAGE OR BLACK

Contains 24 spools as follows:

6 spools 15 lb. @ 1.60 retail	...	\$ 9.60
6 spools 20 lb. @ 1.75 retail	...	10.50
6 spools 25 lb. @ 1.80 retail	...	11.40
6 spools 30 lb. @ 2.00 retail	...	12.00
BRINGS DEALER		\$43.50

MR. DEALER: SEE PAGE 4 FOR  
DETAILS ABOUT FREE FISHING LINE  
DEPARTMENT.

SOLD THROUGH JOBBERS ONLY

# Western "W-40"

**WORLD RECORD FISHING LINES**



**Price List No. 60**

*Supersedes and Replaces All Previous Price Lists.*

©1960

**WESTERN**

**FISHING LINE COMPANY**

*"fishing line is our middle name"*

GLENDALE 4, CALIFORNIA



# WORLD RECORD FISHING LINES

All "W-40" Fishing Lines will comply with IGFA and NSFA regulations if used in the appropriate classifications.

## "W-40" MONOFILAMENT KING OF ALL MONOFILAMENTS!

"W-40" soft monofilament contains our special nylon formulation. It is unlike other monofilaments and unlike other nylons. That is why "W-40" is famous for limpness, small diameter, and greater fatigue resistance. No wonder "W-40" holds more world's records than any other fishing line! Those who want the best, insist on "W-40" monofilament.

100 yd. spools, 2 or 6 connected, in plastic box  
colors: mist or camouflage

TEST LBS.:	2	3	4	5	6
PER SPOOL:	\$ .80	.90	1.00	1.10	1.20
TEST LBS.:	8	10	12	15	20
PER SPOOL:	\$1.40	1.75	2.10	2.25	2.75

50 yd. spools, 6 connected, in plastic box  
color: mist

TEST LBS.:	25	30	40	50	60
PER SPOOL:	\$1.45	1.65	2.00	2.40	2.80

50 yd. coils, 6 connected per box  
color: clear

TEST LBS.:	75	100	125	165	200
PER COIL:	\$3.00	3.75	4.50	5.25	7.50

## "W-40" BRAIDED MONOFILAMENT CASTS LIKE "GREASED LIGHTNING"

"W-40" Braided Monofilament was originated by Western to provide the ultimate fishing line for light tackle. It resists kinking, will not cling, and peels off the reel "like a shot" for tremendous casting distance. No other line can provide the same texture and construction found in "W-40" braided monofilament.

100 yd. spools, 2 connected in plastic box  
color: aqua

TEST LBS.:	3	4	6	8	10	12
PER SPOOL:	\$2.40	2.40	2.50	2.60	2.70	2.80

## "W-40" BAIT CASTING LINE NEW SCIENTIFIC CAMOUFLAGE COLOR!

When we made "W-40" casting line, we wanted absolute perfection. We also wanted a color that was blind to fish. In "W-40" bait casting line, we have everything: our exclusive "W-40" nylon, our exclusive "Hot Stretch" process that removes surplus stretch, and now the most invisible-to-fish color ever designed "W-40" Camouflage." That is why we call our "W-40" the world's most perfect casting line!

50 yd. spools, 2 connected in plastic box  
colors: camouflage or plain black

TEST LBS.:	10	12	15	18
PER SPOOL:	\$1.40	1.50	1.60	1.75
TEST LBS.:	20	25	30	35
PER SPOOL:	\$1.75	1.90	2.00	2.20

## "W-40" SQUIDDING LINE FOR SURF CASTING, SQUIDDING, OR LIVE BAIT

"W-40" supertough squidding line is braided in a semi-flat braid to put more line on the reel. The exclusive "W-40" nylon gives unparalleled fray-resistance and strength. Built to cast; built to hold the big ones! A superb squidding line, and our finest.

50 yd. spools, 6 connected in plastic box  
colors: green or tan

TEST LBS.:	18	27	36	45	60	75
PER SPOOL:	\$1.40	1.50	1.65	1.85	2.15	2.45



"W-40"  
HOLDS MORE  
WORLD RECORDS  
THAN ANY OTHER  
FISHING  
LINE!

Western FISHING LINE COMPANY.  
Fishing line is our noble art! GLENDALE 4 CALIFORNIA



# Western "W-40"

## "W-40" DACRON TROLLING LINE SOLID BRAIDED FOR HIGH KNOT TEST

"W-40" DACRON trolling line is coreless and tight braided of genuine Dacron polyester fibre for small diameter and perfect abrasion resistance. This line has 1.35 specific gravity. The low stretch factor of this Dacron line is achieved thru our exclusive braiding technique and Hot-Stretch processing.

50 yd. spools, 6 connected in plastic box  
colors: green or tan

TEST LBS.:	12	20	30	40	50	80
PER SPOOL:	\$1.25	1.35	1.45	1.65	1.75	2.10

## "W-40" NYLON FLOATING FLY LINES • lighter-than-air inner core

From the SPECTRUM YELLOW color for day or nite visibility, to the aerated core, "W-40" Nylon floating fly lines embrace more advanced features than any other fly line in the world! Surrounding the braided core is an aerated layer of TUF-COTE which positively guarantees floatability, yet is weight-designed to cast perfectly! The external TUF-COTE superfinish provides the ultimate in an impervious, supple, extra-tough coating that will never crack, peel, or become sticky. Braided with our exclusive "W-40" process, furnished with "no-Knot" eyelets, each taper in plastic box.

"W-40" FLOATING DOUBLE TAPERS	SIZE: EACH: (30 YDS.)	HEH \$9.00	HDH 9.00	HCH 9.00	GBG 9.00
"W-40" FLOATING LEVEL LINES	SIZE: EACH: (25 YDS.)	F \$2.50	E 2.50	D 2.50	C 2.50
		B 2.50			

A liberal quantity of "W-40" Fly Line Cleaner supplied with each "W-40" fly line.

## "W-40" DACRON SINKING FLY LINES • exclusive TUF-COTE superfinish

SPECTRUM YELLOW super-visible color, without buoyancy of any kind... made to sink right now! Special sinking TUF-COTE finish insures long life and will never crack, peel, or become sticky. Special "W-40" Dacron sinking braid gets this line down deep! Furnished with "no-Knot" eyelets, each taper in plastic box. A soft, supple, sinking fly line that is weight-designed to cast perfectly.

"W-40" SINKING ROCKET TAPERS	SIZE: EACH: (35 YDS.)	HDG \$10.00	HCF 10.00	GBF 10.00	GAH 10.00
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A liberal quantity of "W-40" Fly Line Cleaner supplied with each "W-40" fly line.

## "W-40" LEADER MATERIAL • smaller! stronger! softer!

"W-40" Leader Material is made from our exclusive "W-40" process for more lure action and more knot strength with invisibility-plus! Put up on tangleproof color-coded leader wheels.

12 wheels per box: colors: mist or camouflage

TEST LBS.:	1/2	3/4	1	1 1/4	2	3	4	6
YDS. PER WHEEL:	50	40	30	25	20	20	20	20
TEST LBS.:	8	10	12	15	20	25	30	40
YDS. PER WHEEL:	15	15	10	10	10	8	6	5

PRICE: 25c per tangleproof wheel

## "W-40" LEADER WHEEL COUNTER DISPLAYS • free counter display

Free counter display with each assortment! (as illustrated at right) A dramatic way to display these self-selling leader wheels. Fish-shaped sign.

Contains 6 dozen wheels: one dozen each size

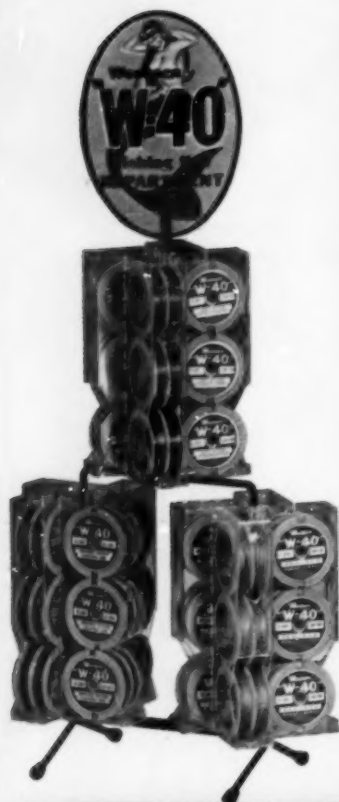
Asst. No. L-100: Contains: Test Lbs.: 1/2 - 3/4 - 1 - 2 - 3 - 4

Asst. No. L-200: Contains: Test Lbs.: 2 - 3 - 4 - 6 - 8 - 10

Asst. No. L-300: Contains: Test Lbs.: 6 - 8 - 10 - 12 - 15 - 20

PRICE: \$18.00  
per display assortment





# Free

## "W-40" FISHING LINE DEPARTMENT

**MR. DEALER:**

**HERE'S HOW TO GET YOUR  
FREE "W-40" FISHING LINE  
DEPARTMENT.**

Your purchase of any three assortments as listed  
on the opposite page will bring you the  
"makins" of the free Fishing Line Department  
as illustrated at left and described below.

**ORDER FROM YOUR JOBBER**



### SPECIFICATIONS:

TRANSPARENT PLASTIC REVOLVING DISPENSERS ON  
WROUGHT IRON BASE WITH RUBBER FEET, SIZE: 20" HIGH,  
13" WIDE. OCCUPIES LESS THAN ONE SQUARE FOOT OF  
SPACE ON YOUR COUNTER!



**MR. DEALER**

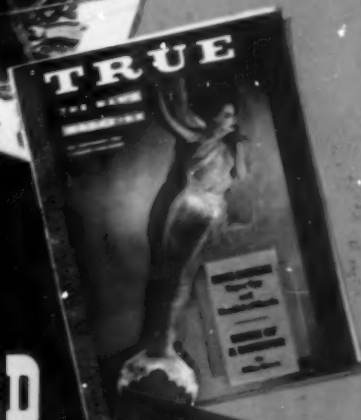
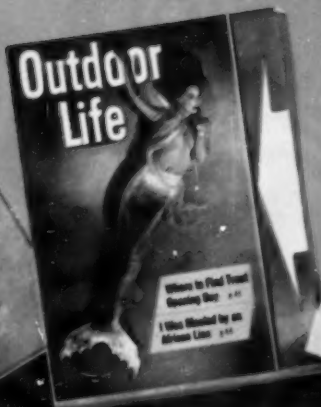
YOU MAY OBTAIN EXTRA COPIES  
OF ED ZERN'S LAUGH RIOT BOOK-  
LET: "HOW TO CATCH A MER-  
MAID" AT OUR COST OF 5c EACH  
IN LOTS OF 100 OR MORE.

SEND CHECK WITH ORDER TO:  
**WESTERN FISHING LINE COMPANY**  
GLENDALE 4, CALIFORNIA

### HERE'S WHAT YOU GET FREE WITH YOUR "W-40" FISHING LINE DEPARTMENT:

- 25 ED ZERN BOOKLETS  
"HOW TO CATCH A MERMAID"
- 2 FULL COLOR MERMAID PAINTINGS  
(suitable for framing)
- 2 BOXES "W-40" BOOK MATCHES  
(50 per box)
- 1 PLASTIC COVERED "WANT BOOK"  
(refills available free)
- 1 FULL COLOR EASEL COUNTER SIGN





# "W-40" IS THE MOST ADVERTISED FISHING LINE IN THE WORLD

21,564,000  
READERS OF THESE OUTDOOR  
MAGAZINES HAVE SEEN THE  
FAMOUS "W-40" ADVERTISEMENTS

FOR LANDING FISH OR  
LANDING SALES  
"W-40" HOLDS MORE  
WORLD RECORDS  
THAN ANY OTHER  
FISHING LINE.





# How to Get 108 Tools on a 14" Circle



You can stock, display and sell 108 tools on only a 14" circle of floor space with the Hyde Tool Tower and the C120A Fix-Up, Paint-Up Tools Assortment. As a special 85th Anniversary Offer to the hardware and paint retailers, the Hyde Company is offering this beautiful, deep tone turquoise Tool Tower, a \$25.00 value free, with 6 new tools at no charge. The tools you receive free are 3 each Cobra Paint Refinishing Scrapers, and 3 each new, Double Header 2-in-1 Putty Knife Tools when you purchase the C120A Assortment at a dealer cost of \$82.04, with a profit of \$63.34, from a total sales list of \$145.38. For this dollar investment, you will get the best return many times over during the year on only a 14" circle of floor space. All tools in the Assortment are now sales packaged on beautiful, new, captivating colored cards. The 85th Anniversary Offer begins October 1, 1959 and is good for 6 months only. Order from your wholesaler.

**HYDE**

*The Line that does the Selling Job for You!*

HYDE MANUFACTURING CO., SOUTHBRIDGE, MASS., USA

# Dixie Trading Company

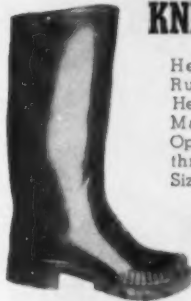
MANUFACTURERS • IMPORTERS • DISTRIBUTORS

158 Garnett Street, S. W.

Phone Jackson 3-6562

Atlanta 3, Georgia

## ALL RUBBER KNEE BOOTS

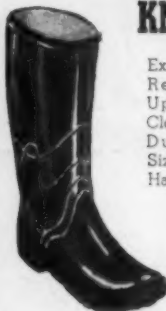


Heavy-Duty, All Rubber, Non-Slip Heavy Cleated Soles. Made in France. Open Stock. Sizes: 6 thru 12. (No Half-Sizes.)

**\$2<sup>30</sup>**  
Pair

Stock #681

## LINED RUBBER KNEE BOOTS

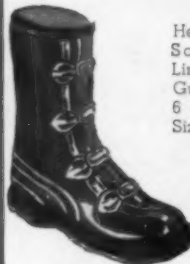


Extra Heavy Weight Reinforced Lined Uppers. Heavy Red Cleated Soles. Heavy-Duty Construction. Sizes 6 thru 13. (No Half-Sizes.)

**\$3<sup>38</sup>**  
Pair

Stock #395

## MED. WT. 4-BUCKLE ARCTICS

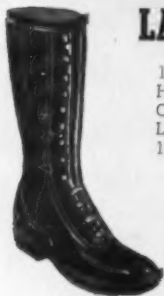


Heavy Red, Non-Slip Soles. Reinforced Lined Uppers. Full Gusset Tongue. Sizes 6 thru 12. (No Half-Sizes.)

**\$3<sup>45</sup>**  
Pair

Stock #651

## MEN'S RUBBER LACE BOOTS



16" High. Ankle Fit. Heavy-Duty Red Cleated Soles. Net Lining. Sizes 6 thru 12. (No Half-Sizes.)

**\$5<sup>85</sup>**  
Pair

Stock #680

## HEAVY WEIGHT 4-BUCKLE ARCTICS



Rugged Red Cleated Soles. Heavy Duty Weight. Full Gusset Tongue. Reinforced Lined Uppers. Sizes 6 thru 13. (No Half-Sizes.)

**\$3<sup>70</sup>**  
Pair

Stock #650

## 4-EYELET RUBBER LACE PACS



Made with Steel Shank. Olive Drab with Yellow Top Strip. Fully Lined with Close-Knit Fabric. Cushion Insoles — 13" High. Heavy-Duty Cleated Soles and Heels. Double-Strength Yellow Laces. Sizes: 6 thru 12. (No Half-Sizes.)

**\$4<sup>75</sup>**  
Pair

Stock #723

## MEN'S RUBBER WORK SHOES

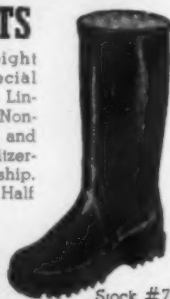


Absolutely Water-proof Durable Lining. Heavy-Duty Black Uppers. Heavy Red Cleated Soles. Sizes: 6 thru 12. (No Half-Sizes.)

**\$3<sup>85</sup>**  
Pair

Stock #385

## INSULATED RUBBER KNEE BOOTS



Very Heavy-Weight Construction. Special Insulation Between Lining and Rubber. Non-Slip, Heavy Soles and Heels. Made in Switzerland. Top Craftsmanship. Sizes 6 thru 12. (No Half-Sizes.)

**\$5<sup>75</sup>**  
Pair

Stock #763

## RUBBER HIP BOOTS



Special Rugged Lining. Reinforced Knee. Heavy-Duty Black. Red Cleated Soles. Sizes: 6 thru 12. (No Half-Sizes.)

**\$6<sup>80</sup>**  
Pair

Stock #678

### TERMS:

NET 30 DAYS:  
(on Approved Credit)

**DITRACO**  
GUARANTEED QUALITY  
158 Garnett St., S.W. • Atlanta 3, Ga.

**EVERY ITEM  
FULLY  
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# Southern HARDWARE

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## FEATURES

Personalized Self-Service .....	57
Get That Spring Sales Fever .....	60
Suburban Trend Boosts Sales .....	62
They Sell More Than the Mower .....	64
Know Your Garden Supplies .....	66
Handling Quality Lines .....	68
Specials Jump Garden Supply Sales 100% .....	70
Rentals Are Selling His Mowers .....	74
For a Profitable Future .....	76

## DEPARTMENTS

Business Trends .....	10
Facts & Figures .....	12
Industry News .....	14
Swinging Around the Southeast .....	16
Southwest Ramblin's .....	20
This Month with the Old Guard .....	30
Convention Dates .....	49
Catalogs & Bulletins .....	86
Sales Aids .....	114
New Products .....	130



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# BUSINESS TRENDS

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## ► Business Outlook

The probable state of business in 1960 hinges at the moment on whether or not the steel workers go out on strike again. If not, the estimates are that business will hum in the year's first six months, perhaps moving to an alltime high level. The economy will get a big boost as steel consumers rebuild inventories. Auto makers, successful with their compact cars, will push sales to 7 million units; the building boom will continue, though housing starts may decline slightly; and consumers, egged on by record employment, high incomes, and easy credit will likely spend more than \$325 billion dollars. Caution: Renewal of the steel strike could knock all rosy estimates into a cocked hat.

## ► Retail Sales

Barring a new steel strike again, all indicators point to a big year for retailers in '60. Total employment is expected to rise again in 1960 along with personal incomes. "On the cuff" buying is being encouraged and will continue to boost sales. Total installment credit outstanding in October hit 38.4 billion.

## ► Building Boom

Housing starts declined a bit in '59's last quarter and the outlook is for some further drop in residential construction in 1960. Even so, construction activity will continue to help shore up business. A sharp increase in construction of factories, commercial buildings, shopping centers, etc. will take up the slack in home building. Estimates are that commercial building in 1960 will soar to 4.45 billion, 16% above 1959's record high.

## ► Social Security Goes Up

Don't forget the increased deductions from employee's salaries for social security. As of January 1 the rate jumped to 6% of the first \$4,800 of annual pay. Employer and employee each contribute 3%.

## ► Farm Income

Gross farm income was expected to decline about 3% for 1959, while a 3% rise in farm production expenses was indicated. As a result net farm income, when final figures are in for 1959, is expected to be down. In the first nine months of 1959 net income was at an annual rate of 11.2 billion dollars, down 15% from 1958.

(See page 12 for current report on Southern wholesale hardware sales.)



*"I've warned you not to play  
with NIXDORFF chain...  
now see what you've done!"*



*there's **STRENGTH** in a name*

NIXDORFF—the chain of fame—a vital  
link in America's progress for 106 years.

**Packaged for profits**

**NIXDORFF-KREIN MFG. CO.**

ST. LOUIS 8, MO.



WELDED AND WELDLESS CHAINS / CHAIN ASSEMBLIES / CHAIN SPECIALTIES / WAGON AND TRUCK HARDWARE

SOUTHERN HARDWARE for January, 1960

For more information use Handy Return Card, Page 91

11

# FACTS & FIGURES

## Southern Wholesalers Report November Sales Gain

Following a decline in sales in October, sales by Southern hardware wholesalers in November again resumed their upward climb.

The monthly survey conducted by SOUTHERN HARDWARE revealed that average sales by Southern distributors increased 9.2% from October to November.

For the 11 month period, January-November, sales in every geographical region of the South are ahead of the 1958 period. The average increase also in 9.2%.

The November sales gain was greatest for Southeastern wholesalers, the average rise being 15.3%. Mid-South distributors followed with an average increase of 6.5%. In the Southwest the gain averaged

6.1% over the 1958 month.

In sales for 1959's first 11 months, Southeastern wholesalers again led with an average gain of 9.9%. Mid-South wholesalers were next with a 9.3% average increase, while in the Southwest the average rise was 8.7%.

In the number of days' business on the books in November, the Southwest was in front with an average of 45.9 days. Next was the Southeast with an average of 44.1 days, followed by the 40.8 days for the Mid-South.

Inventories increased moderately in November, the sharpest average gain being 6.7% for the Mid-South. In the Southwest stock levels increased an average of 4.3%. Average rise for Southeastern wholesalers was slight, only 1.6%.

- The building boom in the South during fiscal year 1959 saw 464,000 nonfarm homes started in the 16-state region — 33% of the total for the nation.

- Excluding autos the nation's retail sales were up 3% in October. Sales by dealers in the lumber, building, hardware, and farm equipment group were up 2% for the month, 11% for the year.

- Christmas retail sales appear to have broken all records. It's now estimated that sales in first half of 1960 will be 7 to 8% above the '59 period.

- Exports of farm products may total about \$4 billion in year ending June 30, the most since 1956-57. Among leading exports are corn, cotton, and tobacco.

- Throughout South hardware stores are putting on new faces, refurbishing interiors, dressing up for the decade ahead. New stores and branches are opening up in the new suburban areas, in the many new shopping centers. Hardware retailing down South is preparing for tremendous expansion ahead.

### WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES			INVENTORIES
	Percent Change		No. Days' Business on the Books	Percent Change
	Nov. 1959 from Nov. 1958	11 Months '59 from 11 Months '58		Nov. 1959 from Nov. 1958
			Nov.	
SOUTHEAST	+15.3	+9.9	44.1	+1.6
MID-SOUTH	+ 6.5	+9.3	40.8	+6.7
SOUTHWEST	+ 6.1	+8.7	45.9	+4.3
ENTIRE SOUTH	+ 9.2	+9.2	44.2	+4.4

Geographical divisions: Southeast (W. Va., Va., S. C., N. C., Ga., Fla.) Mid South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)

get rolling with **IGLOO**



**IGLOO** Means profits to you because it's—

- No. 1 in demand
- No. 1 in sales
- No. 1 in acceptance
- No. 1 in quality
- No. 1 in supply

stock and display **IGLOO**—it sells itself!

It's New!  
**Fiesta**  
ICE CHEST

**IGLOO**

MEMPHIS 18, TENN.



IGLOO: Heavy Duty Coolers, Standard Coolers, Stainless Steel Coolers, Economy Cans, Utility Truck Coolers, Split Unit Coolers in sizes of 2, 3, 5, 10 and 15 gallons.

# INDUSTRY NEWS

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## Wholesalers and Manufacturers to Meet in New Orleans, April 10-13

NEW ORLEANS in 1960 will again be the scene of the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association. The two organizations will convene in Louisiana's Crescent City, April 10-13.

Past custom will be broken this year as the convention schedule will extend from Sunday through Wednesday noon, rather than through Thursday noon as in past years.

Once again convention headquarters will be the Roosevelt Hotel, with other leading New Orleans' hotels participating in handling the convention crowd. These include the Monteleone, Jung, New Orleans, and Sheraton-Charles.

Convention announcements were mailed by the two associations to their members on December 4, and the participating hotels started entering reservations for the convention on December 7.

All requests for reservations should be sent direct to the hotels. The two associations will exercise no control over room allocations and will not handle individual requests for rooms.

The advance registration plan will be followed again this year, with convention directories being available prior to the start of the convention. On the spot registration will start Saturday, April 9 at 1:00 P. M.

The convention will get underway with the usual Presidents' Reception on Sunday evening, April 10. An informal "contact session" for wholesalers and manufacturers will be held in the Roosevelt's International Room on Monday af-

ternoon. Separate SWHA business sessions are planned for Monday and Wednesday mornings, with the joint session of the two associations scheduled for Tuesday morning. Arrangements are currently being made for two outstanding speakers for this session.

A sparkling entertainment program is being planned for this year. Association offices indicate that a real surprise is in store for the convention crowd. More about the entertainment and business programs will be announced later.

### Peden Salesmen Review 1960 Seasonable Lines

PEDEN IRON & Steel Co., of Houston, Texas, recently held its annual Product Knowledge School for all its dealer salesmen, in a two-day session at the Rice Hotel.

Seasonable lines for spring and

summer of 1960 were stressed with complete information on prices, terms, dating and bookings. Each line was presented by factory representatives and their sales managers with open discussions after each presentation. At the close of the meeting, every salesman was given a complete folder containing catalog pages and full information on all lines discussed during the school, thereby giving him complete product knowledge on spring and summer lines to carry to his dealers.

#### Participants

Jack J. Caraway, vice-president and sales manager, J. R. Moreland, assistant sales manager, and J. D. Bryan, Jr., sales promotion manager, were assisted by the representatives of Eclipse Lawn Mower Co.; Sylvania Electric Products Co.; Corning Glass Co.; Rubbermaid, Inc.; True Temper Corp.; Ekco; Black & Decker; Eveready; O. Ames Co.; Sunbeam Corp.; Modern Tool & Die; P & C Tool Co.; Boston Woven Hose & Rubber Co.; Kainer & Co.; Borg Warner Corp. and others.





HERE'S WHY

# DYER E-Z-PLY

NUMBERS AND LETTERS  
OUTSELL ALL OTHERS

"BONNER BILL PASSES"

MILLIONS OF BOATS MUST BE NUMBERED



AUTO AND TRUCK  
LETTERING

REFLECTS AT NIGHT



Bold and Brilliant  
By Day  
Reflect At Night



All Types of Signs



DISPLAY DYER E-Z PLY SCOTCH-  
LITE NUMBERS AND LETTERS  
ALONG WITH YOUR MAILBOXES.

EVERY DEALER WILL NEED  
A DYER NUMBER KIT



Boat Names & City

"WATERPROOF"—3" SIZE MEET STATE & COASTGUARD REQUIREMENTS



No. 1 Scotchlite, Reflecting Silver, with  
Black Outline 395 3" Letters and Numbers.  
LIST \$79.00 — NET \$47.40

3" SIZE LIST .20 — 2" SIZE LIST .15  
1 1/2" SIZE LIST .10



No. 2 Scotchcal, White with Black Outline  
450 3" Letters and Numbers.  
LIST \$44.50 — NET \$26.70 — LIST .10 ea.

No. 2-B Same as No. 2 except contains solid  
Black Numbers and Letters. LIST \$44.50

APPLICATION REQUIRES NO WATER, GLUE, OR VARNISH, AS EASY  
TOO APPLY AS A BANDAID, JUST PEEL OFF BACKING AND PRESS ON.  
EXCELLENT FOR APPLICATION TO THE CURVED SURFACE FOUND AT  
THE BOW OF MOST SMALL BOATS. HANDSOME DISPLAYS FREE WITH  
ASSORTMENTS.



MORE DEALERS ARE MAKING MORE MONEY BECAUSE THEY ARE DIS-  
COVERING MORE PRACTICAL USES FOR DYER NUMBERS & LETTERS

America's Finest — Order Today From Your Favorite Jobber  
DYER SPECIALTY Co. Inc. 13019 East Los Nietos Rd. P. O. Box 2513 Santa Fe

Springs, California. Warehouse in Michigan City, Indiana and Groton, New York

## Swinging Around The Southeast



BY DAN M. FRY

..... Fry-Holbrook & Associates .....  
Atlanta, Ga.

THIS is a belated happy holiday greeting, but nonetheless sincere. . . a joyous time of year which sets forth good feeling, good will, and plenty of New Year's resolutions, which may or may not hold up until 1961. . . The average person wants to do better. . . And they say where there is a will, there is a way.

Not only an outstanding hardware man in his field, but a man's man, was our good friend **Worth Plyler**, president of Monroe Hardware Co., Monroe, North Carolina, who passed away Wednesday, December 2nd. . . It saddens the heart to write about one who always listened with a sympathetic ear. . . So quick to enjoy a hearty laugh with his fellow man, Worth Plyler had many friends, who will mourn inwardly for a long time to come. . . he wasn't a man who could be forgotten like a passing cloud. . . Those who knew and did business with Worth, will remember his forthrightness and pleasant attitude in general. . . We have all lost a good friend. . . Our sincere sympathy to his family and friends.

**Bruce Keener, Jr.**, former president of the C. M. McClung Co., Knoxville, Tennessee (1945 to 1956) who retired and was living in Florida, is moving back to Knoxville. . . A good town to come back to.

**John T. Everett Co.**, manufacturers' representatives, with headquarters in Memphis, Tennessee, headed by our good friend **W. N. (Billy) Wilkerson**, have moved into new offices and warehouse. . . The new address is 3400 Democrat Road, Memphis, Tennessee. . . We congratulate and wish them all the good things in their new home.

**Charles Duncan** has taken over the sporting goods department for

Moore-Handley Hardware Co., Birmingham, Alabama. . . Good luck in your new job, Mr. Duncan.

We get it from the grapevine that Mr. **Sam Dinkins**, Dinkins-Davidson Hardware Co., Atlanta, can really pick the winning football teams. . . What's the secret, Mr. Sam? . . . Perhaps a direct line to the track. . . **Gene Conoway**, buyer for Orgill Brothers, Memphis, Tennessee, was on a business and vacation trip recently. . . **R. R. (Randy) Osborn**, president of Turnbuckles, Inc., recently helped pilot a cruiser down the Mississippi to the Gulf. . . Randy reports a good trip, and quite an experience.

We hear that our good friend, **Al Bell**, representative for the Washburn Co. has been ailing. . . Missed you at the Southern Hardware Golf meeting, Al. . . Please

get well soon.

**W. N. (Bill) Dixon** of the Brown-Rodgers-Dixon Hardware Co., Winston Salem, North Carolina has a young son who is a first-rate golfer. . . A chip off the old block. . . His daddy knows how to hit them long and straight down the ole fairway.

Ever so often yours truly will run into a fellow agent who is getting a little fed up with motels and hotels going sky high on their rates. . . this is becoming a problem. . . A mighty serious one, especially to those who pay their own expenses. . . rooms were rented last year for \$5.00 to \$6.00 per night, but have now gone to \$7.00 or \$8.00. . . Perhaps if we could all set up a howl, the innkeepers would see the light. . . The more we remind our friends with whom we stay, to keep their prices in line, the better it will be for all of us knights of the road.

Happy birthday greetings to **Ray Bradley**, Wallace Hardware Co., Morristown, Tennessee. . . Failed to find out exactly how old Ray is, (Editor's Note: Getting very old) but it is reasonable to assume friend Bradley to be a young fellow at heart. . . Again we say, A Happy and Prosperous New Year to our good friends in the vast Southeastern territory. . . Keep sending in the news. . . See you next month.

## Evans Rule Co. Holds Sales Meeting



Evans Rule Co. salesmen met recently at the Elizabeth, N. J. plant to plan 1960 sales strategy. Left to right, front row: **A. P. Wilkens**, sales manager; **Paul Speaker**, Dallas; **Emmett Wright**, Atlanta; **D. W. Goldman**, vice-president; **Harry Stone**, Montreal; **Milton Davis**, Philadelphia; **Dan Fry**, Atlanta; **Kenith Wilson**, Baltimore; **George Holbrook**, Atlanta; **Dorsey Endres**, Chicago; **W. W. Gentino**, Cleveland. Second row: **Al Dorris**, Boston; **Jack Taylor**, Dallas; **Ray Reben**, Poughkeepsie; **J. A. Devere**, Los Angeles; **Leo Uman**, New York City; **Ray Burns**, Boston. Back row: **Joseph Hoffman**, St. Louis; **Lawrence Stearns**, Boston; **Hugh Cochrane**, Charlotte; **Phillip Johnson**, Denver; **L. W. Tucker**, Memphis; **Fred Coleman**, Minneapolis.

# DEVCON<sup>®</sup> REPAIR MATERIALS

*a complete line of products  
for every home repair job*



## DEVCON<sup>®</sup> "2-TON"

THE EPOXY "SUPER GLUE"

the dual-purpose material — provides tremendous bonding power for any repair — also, ideal for all porcelain and appliance repairs. — hardens to a glossy white finish.



## Plastic Steel<sup>®</sup>

the original epoxy repair material with over 1,000,000 uses for permanent home, farm, auto, boat repairs. Available in box or blister package. Recommended where great strength is required.

## DEVCON<sup>®</sup> Rubber

real rubber in semi-paste form for all kinds of flexible repairs.



DEVCON LIQUID

## aluminum

real aluminum in paste form — immediate repairs right from the tube. Seals, fills, caulks — will not rust.



## DEVCON<sup>®</sup> STEEL

for quick, easy repairs to furniture, toys or any damaged metal, wood, concrete or glass materials. Can be finished to any metallic coloring.



Why stock a multitude of different types and makes of repair materials when the 5 Devcon Repair Materials will complete every home, auto, farm and boat repair job. Here is your single source of supply for proven quality products. Devcon backs your sales efforts with extensive national advertising and publicity — LIFE, READER'S DIGEST, etc. — as well as a wide variety of free sales aids.



### NOW AVAILABLE!

Here's the new compact, revolving Devcon Repair Center offered FREE to you in combination with 24 packages of famous Devcon repair materials. Get in touch with your wholesaler or the factory for all the facts on this self-service merchandiser that spurs impulse buying.

Contact your wholesaler or write the factory direct for full details on the Devcon profit package... every item gives you a full 40% profit!



## DEVCON CORPORATION

405 Endicott Street, Danvers, Mass.

POURED PILLAR OF STEEL. TRADE MARK

Why more and more large-scale  
poultry-raisers are asking for...

## REPUBLIC BLUE RIDGE

Engineered to *stay put*, Republic BLUE RIDGE Steel Roofing protects birds and buildings in roughest weather. Goes on flat, nails flat, and stays flat. Your customers get all these advantages with no premium cost:

**NAILS ON ALL FIVE V's**—for maximum holding power.

**TIGHT MATCH** with any standard V-crimp or V-drain type roofing, the result of specially formed V's, keeps rain, sleet, and snow from seeping under sides.

**PRECISION FORMED** from strong, ductile steel, BLUE RIDGE is fireproof, verminproof, rust-resistant, and rot-proof.





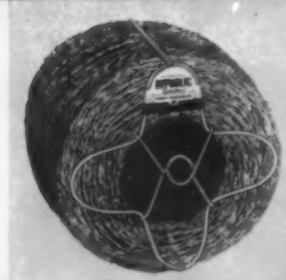
# STEEL ROOFING

**THREE RIB STIFFENERS** at lap ends prevent water from siphoning in heavy rains and storms . . . help hold sheets flat in gusty winds.

**CENTER CRIMP** adds strength to sheets . . . prevents sagging and buckling in handling or when installed and in service on the customer's roof.

A truly superior channel steel roofing, Republic **BLUE RIDGE** offers outstanding features for *outstanding sales and profits*. It is available in 29, 28, 26, and 24 gages, with heavy (1.25 ounce) Certified Full-Weight Galvanized Coating. Contact your Republic representative or mail the coupon for more information.

## OTHER REPUBLIC PRODUCTS FOR SOUTHERN FARMS AND HOMES



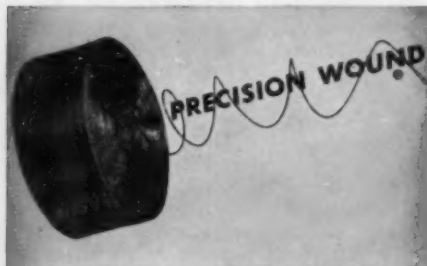
Galvanized barbed wire in all popular styles.



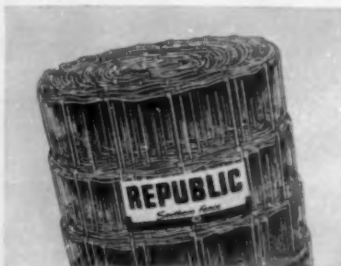
A complete range of wire nails and staples for every requirement.



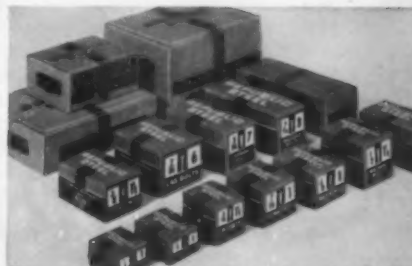
Flexible plastic pipe for wells, water lines, stock waterers, and irrigation.



Precision-Wound® Baler Wire for automatic balers.



Tough, strong, woven wire fence in all popular styles and sizes.



Bolts and nuts in all sizes and types, ideal for farm use.



# REPUBLIC STEEL

*Manufactured in the South  
for Southern Farms*

**SOUTHERN PLANT—Gadsden, Alabama**  
**General Offices—Cleveland 1, Ohio**

### REPUBLIC STEEL CORPORATION

DEPT. 5H-8734

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Please send me information on:

- |   |   |
|---|---|
| <input type="checkbox"/> BLUE RIDGE Roofing   | <input type="checkbox"/> Plastic Pipe           |
| <input type="checkbox"/> Woven Wire Fence     | <input type="checkbox"/> 15% Gage High Strength |
| <input type="checkbox"/> Automatic Baler Wire | <input type="checkbox"/> Barbed Wire            |
| <input type="checkbox"/> Nails and Staples    | <input type="checkbox"/> Bolts and Nuts         |

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Southwest Ramblin's



By **RUSS BAITY**

Divisional Manager  
Dallas, Texas  
J. Wiss & Sons Co.

WHILE MAKING my last trip through Arkansas for '59, **Walter Ryland**, president of Fox Bros. Hardware, Pine Bluff, advised that they had closed out their retail hardware store. . . They started in the retail hardware business in 1882. . . A few years later they started doing some wholesaling and have continued to grow ever since. . . A couple of years ago they moved their wholesale operation into a new one-story building away from the downtown congested area and now will be exclusively wholesale only.

**Colonel R. H. Baker**, president of Fones Bros. Hardware, Little Rock, was well satisfied with his fishing trip last fall, on the west coast of Florida. . . **Bill Anderson**, president of F. C. Stearns Hardware, Hot Springs, now has a few problems cleaned up and will be starting on their new building soon. . . I might mention also that Bill is looking hail and hearty these days and has recovered nicely from his heart condition.

**Ralph Speer, Jr.** of Speer Hardware, Ft. Smith, is not very happy with his duck hunting so far. . . Hope things will get better by the time the season is over.

**George Norsworthy**, president of The Schoellkopf Co. in Dallas, along with three other fellows, recently chartered a plane and flew to the west coast of Mexico for some fishing and duck hunting. . . I heard a lot of alibis so guess the kill wasn't so good, but they did have a nice time.

**Higginbotham-Pearlstone** Hardware in Dallas had a new floor of asphalt tile put down while they were taking inventory. . . Folks at Southern Supply Co. of Dallas are trying to keep their heads above water in getting their new per-

petual inventory system under control since inventory time. . . **Jim Dilts**, vice-president, has moved to a new office, with red carpet, and **Buddy Buck**, purchasing agent, has taken over Jim's old office.

Have just learned that **Fred Curry** who recently resigned as sales manager of the hardware division at Heitmann-Bering-Cortes Co. in Houston, is now traveling the Texas territory for the Stanley hand tool division. . . **Ken Dane** who previously had this territory now has a family and will be working at Heitmann-Bering Cortes Co.

**Jack Barnes**, president of Lee Hardware Co., Shreveport, was able to get away for a few days and visit his father who travels for Shapleigh Hardware down San Antonio way. . . They also planned on doing some deer hunting during that time. . . I hope everyone had a very successful year in 1959 and that 1960 will be even greater.

## Worth B. Plyler Is Heart Attack Victim

WORTH B. PLYLER, 59, president of the Monroe Hardware Co., Monroe, N. C., died December 2 at a local hospital following a heart attack. Mr. Plyler had suffered a heart attack several weeks ago but had returned to his home recently. He suffered another attack on the morning of December 2 and died shortly after reaching the hospital.

### Civic Leader

A prominent businessman, he was a lifelong resident of Union county where he was born February 19, 1900, son of the late P. P. W. Plyler and Julia Helms Plyler.

Mr. Plyler was a director of the American Bank & Trust Co. of Monroe; first vice-president of the Southern Hardware Golf Association; a past director of the Monroe Country Club and of the Blowing Rock Country Club, and a member of the Central Methodist church. He traveled for 25 years for the Monroe Hardware Co. before attaining the presidency.

Besides his widow, he is survived by two stepsons, Joseph Dangerfield Dulaney and Elliott D. Dulaney of Monroe; three brothers, Dwight M. Plyler, Tampa, Fla., and Ernest C. and P. W. Plyler, of Charlotte; and three sisters, Mrs. Munsey D. Smith, Mrs. Frank W. Dillon, and Miss Frances Plyler, all of Charlotte.

## Eppinger Holds First Annual Sales Meeting



Representatives and directors of the Lou J. Eppinger Manufacturing Co. met in Chicago recently for the company's first annual sales meeting. E. A. Eppinger, president of the Dardevle lure manufacturers, seated at table fourth from right, presided over a discussion of plans for 1960.

# The Fast Turnover Line!



## ROTARY POWER MOWERS for 1960

*Deluxe Copper Styling!*

*Competitive Prices!*

**10 MODELS TO CHOOSE FROM!**

**20 inch, 22 inch, 25 inch  
and Self-Propelled Models**

**SOLD THROUGH  
WHOLESALE  
ON A  
SELECTIVE BASIS!**



\*Patent No. 2903081

### DELUXE FEATURES

#### STOR-MOWER HANDLE

Handle stands upright  
for convenient out-  
of-way storage.



#### HI-LO ADJUSTMENT

Handle adjusts up or down a full five  
inches for most convenient position.

#### QUICK-A-MATIC WHEEL ADJUSTMENT

Spring held lever can  
be moved to any of  
three cutting height  
positions.



#### WIND-A-MATIC STARTER

Wind the crank, release  
and the mower starts.



**Sell The Line That's Pre-Sold For You!**

**NATIONALLY ADVERTISED IN**

**LIFE • LOOK • SUNDAY ROTO  
RADIO • TELEVISION • OUTDOOR**

### ATLAS-AIRE QUALITY

Atlas-Aire mowers are non-clogging,  
self-cleaning . . . out-perform all others.

### MAIL THIS COUPON!

ATLAS TOOL & MANUFACTURING CO. SH  
5149 Natural Bridge Ave., St. Louis 15, Mo.

We will rush complete free sales package  
and ordering information. Merchandise sam-  
ples available to wholesalers on request.

Company Name.....

Address.....

City.....Zone.....State.....

Your Name.....

Position.....



Compare  
**SWING-A-WAY**  
with the rest,  
see for yourself  
which  
**VALUE'S BEST!**



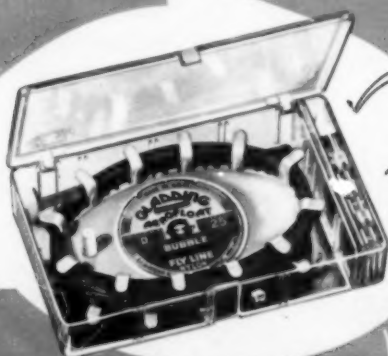
**COMPARE quality** • For features, for dedicated craftsmanship, for everything that makes a product good – Swing-A-Way stands out from all the other brands. And, to top it all, Swing-A-Way has been rated first in quality and value by America's foremost independent testing laboratory. **COMPARE style** • One glance tells you that the Swing-A-Way line looks good. You'll notice immediately the pleasing rightness of form in every product. Every part is engineered and designed to work perfectly with every other part, and everything (even the styling) serves a useful purpose. Swing-A-Way's fresh style assures sales success. **COMPARE price** • Swing-A-Way with its fresh beauty and fine workmanship is the worth-more product that costs less. Check and you'll find Swing-A-Way prices are substantially lower than comparable models of the other brands. Sales prove... Swing-A-Way is the smartest buy! **COMPARE guarantee** • Swing-A-Way builds-in the kind of quality and performance that makes it First in its field, and First in ratings by America's foremost testing laboratory and publisher. As proof of our confidence, Swing-A-Way products\* are backed by a specific 5-YEAR *free service* GUARANTEE! Among the leading brands, Swing-A-Way has the **ONLY 5-YEAR** guarantee you can get! Swing-A-Way Manufacturing Company, 4100 Beck Ave., St. Louis 16, Mo. In Canada: Fox Agencies, Port Credit, Ont.

You can sell more, make more with

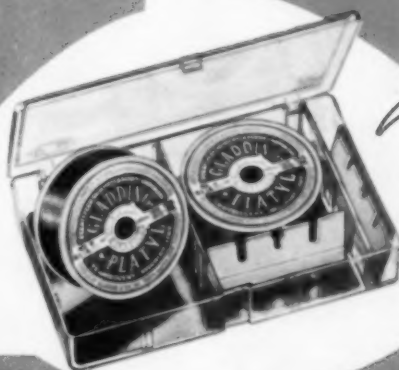
**SWING-A-WAY**



the **LINE**  
they all fall for...  
**GLADDING**  
Best line for '60



**AEROFLOAT** Floating braided nylon fly line with exclusive buoyant bubble coating. **COLOR:** Levels & Tapers: Green, Amber, Nite White. Two-tone Taper: Green Tip with White Belly. Put-up: Single coils, levels, & tapers, on plastic dispensing reel in plastic fly box. Equipped with "No Knot" eyelet and reel identification label.



**GLADDING PLATYL** Imported and siliconized, designed and manufactured exclusively for fishing. Small diameter per pound test, especially processed, stabilized to control stretch. Has greater knot strength. **COLOR:** Water Mist, Multicolor (Camouflage). Put-up: 100 yds. on Snap Lock spools, 2 in Gladding's unique plastic lure box.



**INVINCIBLE** The supreme hard braided nylon bait-casting line that floats. Ideal for both surface and sinking lures. Fib'r-lubed and Heat-Set for longer wear. **COLORS:** Black, Multicolor (Camouflage), Nite White, Salt & Pepper. Put-up: 50 yds. on Snap Lock spools, 2 in Gladding's unique plastic lure box.



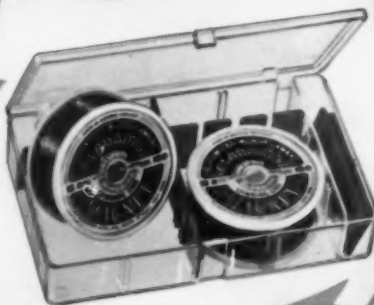
**SEA W' SURF** Braided Dacron® Salt Water, Surf and Trotting line. Controlled stretch for instant setting of hook. Fib'r-lubed and Heat-Set for longer wear. **COLOR:** Green Spot, Light Sand, and Green. Put-up: 50 yds. on Snap Lock spools, 6 in plastic box. Any length up to 1200 yds. on individual spools.

\*DuPont Polyester Fiber

FISH HAVE BEEN FALLING FOR  
GLADDING LINES SINCE 1816



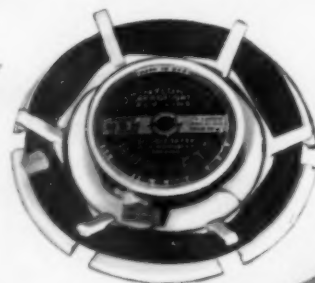
IF IT'S GLADDING  
IT'S GUARANTEED



**GLADDING MACRALT** A soft nylon monofilament spinning line, imported from West Germany. Processed to give greater knot strength, siliconized and stabilized. COLOR: Green. Put-up: 100 yds. on Snap Lock spools, 2 in Gladding's unique plastic lure box.



**AQUA SINK** Braided Dacron Sinking Wet Fly line. Same exclusive finish as Aerofloat but without bubbles. COLOR: Dark Green. Put-up: Single coils, levels and tapers on plastic dispensing reel in Gladding's unique plastic fly box.



**NITE-WITE** A floating baby taper or braided nylon (45 ft.), with exclusive buoyant bubble coating. 75 ft. backing of braided monofilament. Fib'r-lubed and Heat-Set. COLOR: Water Green or Nite Wite taper with Mist Green backing; Multicolor (Camouflage) taper with Multicolor backing. Put-up: Fly line on dispensing reel. Monobraid backing on central spool in plastic box. Equipped with "No Knot" eyelets.



**METERED PLATYL** An imported monofilament line, especially processed, siliconized and stabilized to control stretch. COLOR: Every 10 yds. a distinct, different color. Put-up: 100 yds. on unique 5 section spool in plastic dispensing box, or 100 yds. on Jumbo Snap Lock spools, 6 in telescopic box. Color code decals in every box.



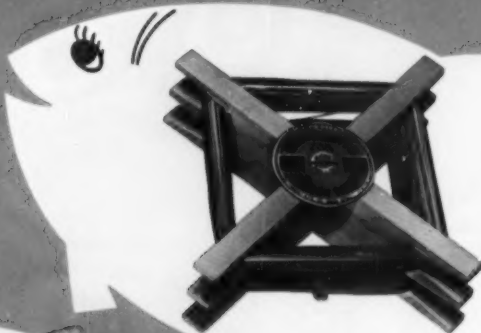
**METERED INVINCIBLE** The Supreme hard braided nylon line, Fib'r-lubed and Heat-Set for long wear, quick hooking. Metered every 10 yds. a distinct bright color. Color code decals in every box. Put-up: 100 yds. in unique 5 section spool, each in individual plastic dispensing box.



**MARK FIVE** Metered deep trolling line of nylon braided over lead core. Fib'r-lubed and Heat-Set for long wear. COLOR: Metered every 10 yds. in different color. Put-up: 100 yds. on Jumbo Snap Lock spools, 2 in box, or 2 — 50 yd. spools in plastic box. Color code decals in every box.

**MARK FIVE SPECIAL** Braided nylon over lead core with super smooth finish of bonded plastic coating to reduce water drag. Metered every 10 yds. a distinct bright color.





**SALMON TAPER** A braided nylon line for large game fish, finished in exclusive bonded plastic. **COLOR:** Fly Line—every 10 feet a distinct bright color. **Backing**—Green. **Put-up:** Each line on a large size storing reel.

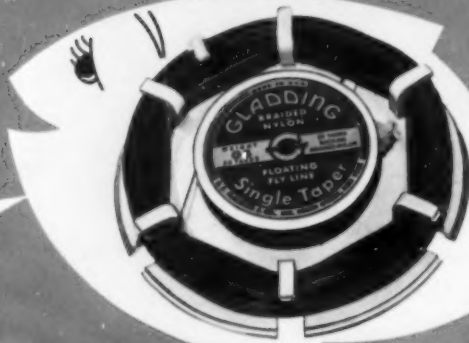


**STEELHEADER** A deep fishing wet fly line of braided nylon with lead core braided into head. **Backing** of braided invincible nylon. Taper is our exclusive bonded plastic. **Backing** is Fib'r-lubed and Heat-Set. **COLOR:** Taper—Dark Green. **Backing**—Bright Orange. **Put-up:** Weight-forward taper on plastic dispensing reel; backing on central spool in Gladding's unique plastic fly box.



**MAGISTRATE** Popularly priced floating fly line of braided nylon, with tough, smooth coating. **COLOR:** Light Green or Amber. **Put-up:** Single coils, levels and tapers in round plastic box.

**MAGISTRATE ASSORTMENT** Level line. **Put-up:** 25 yd. coils, 1 doz. in box. Assorted to sizes and colors, or all one size and color.



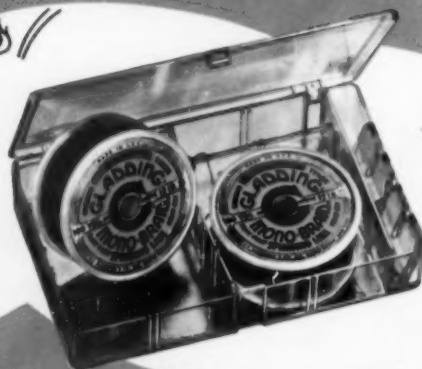
**SINGLE TAPER** 20 yd. taper with 25 yd. invincible backing, all of braided nylon, finished in Gladding's exclusive super-smooth coating. **COLOR:** Green. **Put-up:** Fly line on dispensing reel. Invincible backing on central spool in round plastic box. Equipped with "No Knot" eyelets.



#### CLOSED FACE REEL LINES

**GLADDING PLATYL** Imported processed monofilament. **COLOR:** Water Mist with last 20 yds. bright red to warn angler that he is approaching end of line. **Put-up:** Each line on divided spool in plastic dispensing box.

**CLEARON** Imported Water Clear monofilament with last 20 yds. bright red. **Put-up:** Each line on divided spool in plastic box.



**MONOBRID** A braided nylon monofilament line, Fib'r-lubed and Heat-Set. **COLOR:** Mist Green or Multicolor (Camouflage). **Put-up:** 100 yds. on Snap Lock spools, 2 in Gladding's unique plastic lure box. Also available 6 spools in plastic box.



# 1960 GLADDING PRICE LIST

## BAIT CASTING LINES

**DREADNAUGHT** ..... Page 5  
(Display only)

**INVINCIBLE** ..... Page 1

Lb. Test	6 lb.	9 lb.	12 lb.	15 lb.
Retail	\$1.40	1.45	1.50	1.60
Lb. Test	18 lb.	20 lb.	25 lb.	30 lb.
Retail	\$1.70	1.75	1.80	2.05
Lb. Test	35 lb.	40 lb.	45 lb.	50 lb.
Retail	\$2.20	2.35	2.50	2.65

## BOW FISHING LINES

**BOW FISHING REPEATER** ..... Page 4

No. 1 — 1 SPOOL, 1 HOLDER IN BOX

Lb. Test	75 lb.	99 lb.
Retail per box	\$2.35	\$2.50

No. 2 — 3 SPOOLS, 1 HOLDER IN BOX

Lb. Test	75 lb.	99 lb.
Retail per box	\$4.95	\$5.40

No. 3 — 1 DOZ. SPOOLS, 1 DOZ. HOLDERS  
12 sets per box.

Lb. Test	75 lb.	99 lb.
Retail per set	\$2.25	\$2.40

No. 4 — Refills — 1 DOZ. SPOOLS IN BOX

Lb. Test	75 lb.	99 lb.
Retail per spool	\$1.35	\$1.50

No. 5 CLUB PACK — 500 Yard Spool in a box

Lb. Test	75 lb.	99 lb.
Retail per spool	\$15.00	\$17.50

## CLOSED FACE LINES

**CLEARON** ..... Page 3

Lb. Test	6 lb.	8 lb.	10 lb.	12 lb.
Yds. per Spool	135	105	85	70
Retail	\$1.55	1.35	1.30	1.20

**GLADDING PLATYL** ..... Page 3

Lb. Test	6 lb.	8 lb.	10 lb.	12 lb.
Yds. per Spool	150	110	90	80
Retail	\$2.70	2.35	2.15	2.10

## FLY ROD LINES

**AEROFLOAT** ..... Page 1

LEVELS: 25 yard coils

Weight	G	F	E
Retail, each	\$2.20	\$2.40	\$2.60
Weight	D	C	B
Retail, each	\$2.85	\$3.20	\$3.55

DOUBLE TAPERS: 30 yard coils

Weight	HEH	HDH	HCH	GBG
Retail each				\$10.00

WEIGHT-FORWARD TAPERS: 35 yard coils

Weight	HDG	HCF	GBF	GAF
Retail each				\$11.00

**AQUA SINK** ..... Page 2

LEVELS: 25 yard coils

Weight	F	E	D	C
Retail, ea.	\$2.40	\$2.60	\$2.85	\$3.20

DOUBLE TAPERS: 30 yard coils

Weight	HEH	HDH	HCH	GBG
Retail each				\$10.00

WEIGHT-FORWARD TAPERS: 35 yard coils:

Weight	HDG	HCF	GBF	GAF
Retail each				\$11.00

**BUB-I-ETT** ..... Page 2

DOUBLE TAPER: with backing 40 yards.

Weight	HEH	HDH	HCH	GBG
Retail each				\$4.95

TORPEDO TAPER: with backing 40 yards.

Weight	HDG	HCF	GBF	GAF
Retail each				\$4.95

**MAGISTRATE** ..... Page 3

LEVELS: 25 yard coils

Weight	F	E	D	C
Retail each				\$1.10

DOUBLE TAPERS: 30 yard coils

Weight	HEH	HDH	HCH	
Retail each				\$5.00

**MAGISTRATE LEVEL LINE ASSORTMENT** ..... Page 3

Weight	F	E	D	C
Retail per 25 yard coil.				\$1.00

**SALMON TAPER** ..... Page 3

TORPEDO WEIGHT-FORWARD TAPERS: 40 Yard Taper spliced to 100 yard backing.

Weight	GBF	GAF	GAF*	F2AE	F3AE
Backing	14 lb.	14 lb.	14 lb.	18 lb.	18 lb.
Retail	\$16.00	16.00	18.70	16.00	16.00

\*GAF with 200 yds. backing.

**SINGLE TAPER** ..... Page 3

ALL SINGLE TAPERS: 20 Yards Backing: 25 Yards: Total: 45 Yards.

Weight	HD	HC	GB	GA
Retail each				\$5.95

**STEELHEADER** ..... Page 3

Size	No. 1 Heavy	No. 2 Extra Heavy	
Weight	GAF	G2AF	
Retail each			\$10.95

## LEADERS & LEADER MATERIAL

(PEG BOARD ASSORTMENT) ..... Page 5

**PLATYL KNOTLESS TAPERED LEADERS** ..... Page 5

**PLATYL KNOTLESS TAPERED SPIN LEADERS** ..... Page 5

## METERED LINES

**MARK FIVE** ..... Page 2

Lb. Test	18 lb.	25 lb.	45 lb.	60 lb.
Retail per 100 Yd.				
Spool	\$3.40	3.60	4.00	4.60
Retail per 50 Yd.				
Spool	\$1.70	1.80	2.00	2.30

**MARK FIVE SPECIAL** ..... Page 2

Lb. Test	18 lb.	25 lb.	45 lb.	60 lb.
Retail per 100 Yd.				
Spool	\$6.20	6.80	7.80	8.80

**METERED INVINCIBLE** ..... Page 2

Lb. Test	15 lb.	20 lb.	25 lb.	30 lb.
Retail per Spool	\$3.80	4.10	4.30	4.70

**METERED PLATYL** ..... Page 2

Lb. Test	8 lb.	10 lb.	12 lb.	15 lb.	20 lb.
Retail per Spool	\$2.75	3.00	3.25	3.60	3.85
Lb. Test	30 lb.	40 lb.	50 lb.	60 lb.	80 lb.
Retail per Spool	\$4.25	4.90	5.60	6.30	7.50

## SALT WATER LINES

**BEACHCOMBER** ..... Page 5

Pre-priced spools on display rack.

**DONEGAL—LINEN CUTTYHUNK** ..... Page 4

I.G.F.A. Class	20 lb.	30 lb.	50 lb.
No. Threads	6	9	12
Lb. Test	18 lb.	27 lb.	36 lb.
Retail per Spool	\$1.40	1.50	1.60
I.G.F.A. Class	80 lb.	130 lb.	
No. Threads	18	24	39
Lb. Test	54 lb.	72 lb.	117 lb.
Retail per Spool	\$2.05	2.50	3.50

**DONEGAL NYLON** ..... Page 4

I.G.F.A. Class	20 lb.	30 lb.	
Lb. Test	14 lb.	18 lb.	27 lb.
Retail per Spool	\$1.25	1.35	1.45
I.G.F.A. Class	50 lb.	80 lb.	130 lb.
Lb. Test	45 lb.	54 lb.	72 lb.
Retail per Spool	\$1.80	2.00	2.40
			3.30

**SEA 'N' SURF DACRON** ..... Page 1

I.G.F.A. Class	12 lb.	20 lb.	30 lb.
Lb. Test	12 lb.	18 lb.	27 lb.
Retail	\$1.25	1.35	1.45
I.G.F.A. Class	50 lb.	80 lb.	130 lb.
Lb. Test	45 lb.	63 lb.	72 lb.
Retail	\$1.80	2.20	2.40
			3.30

## SPECIAL LINES

**BLUE CATFISH ASSORTMENT** ..... Page 4

Retail per spool \$ .75

**MONOBRAID** ..... Page 3

Lb. Test	4 1/2 lb.	6 lb.	9 lb.	12 lb.
Retail per Spool	\$2.40	2.40	2.50	2.60
Lb. Test	15 lb.	20 lb.	30 lb.	
Retail per Spool	\$2.80	3.00	3.50	

**RAPID CASTER** ..... Page 4

Lb. Test	4 lb.	6 lb.	8 lb.
Retail per Spool	\$2.20	2.20	2.20
Lb. Test	10 lb.	12 lb.	14 lb.
Retail per Spool	\$2.25	2.35	2.45
Lb. Test	17 lb.	20 lb.	25 lb.
Retail per Spool	\$2.60	2.75	3.00
			3.25

## SPINNING LINES

**CLEARON** ..... Page 4

Lb. Test	Retail Per Spool	Lb. Test	Retail Per Spool
4 lb.	\$ .95	25 lb.	\$2.55
6 lb.	1.05	30 lb.	3.15
8 lb.	1.15	40 lb.	3.65
10 lb.	1.40	50 lb.	4.35
12 lb.	1.60	60 lb.	5.00
15 lb.	1.80	80 lb.	6.25
20 lb.	1.95	130 lb.	9.15

**MAGNET** ..... Page 2

Lb. Test	Retail Per Spool	Lb. Test	Retail Per Spool
4 lb.	\$1.30	20 lb.	\$2.00
6 lb.	1.35	25 lb.	2.25
8 lb.	1.40	30 lb.	2.55
10 lb.	1.50	40 lb.	3.00
12 lb.	1.65	50 lb.	3.50
15 lb.	1.80	60 lb.	4.00

**GLADDING PLATYL** ..... Page 1

Nom. lb. Test	Retail per spool	Nom. lb. Test	Retail per spool
1 lb.	\$2.40	12 lb.	\$ 2.65
2 lb.	1.35	15 lb.	3.00
3 lb.	1.35	20 lb.	3.40
4 lb.	1.50	30 lb.	3.80
5 lb.	1.65	40 lb.	4.40
6 lb.	1.80	50 lb.	5.05
7 lb.	1.95	60 lb.	5.70
8 lb.	2.15	80 lb.	6.80
10 lb.	2.40	130 lb.	10.50

# GLADDING DISPLAYS

## FREE TACKLE BOX WITH INVINCIBLE, GLADDING PLATYL OR SEA 'N SURF (150 YDS. SPOOLS) A Profitable Display

Beautiful "Grex", 100% High Density Polyethylene tackle box, fitted with solid brass hardware. Four side-swinging tray boxes 5 3/4" x 3 3/4" x 1 1/4" with four compartments with movable dividers. Provides 6 1/2" x 5 1/2" x 5 1/2" space for large trolling or spinning reel. This beautiful \$8.50 tackle box supplied FREE with 24 spools of Gladding Platyl Monofilament or Gladding Invincible Casting Line or with 12 150-yard spools of Sea 'N Surf.

\*Registered Trade Mark for W. R. Grace & Co.'s Polyolefins



**DREADNAUGHT** Attractive wire counter display holds 4 doz. pre-priced Snap Lock spools of Dreadnaught braided nylon casting line that is Waterproofed and Heat-Set. 1 doz. each: 12, 15, 20 and 25 lb. test. COLOR: Black or Multi-color (Camouflage).  
List per display..\$56.40

OTHER COMBINATIONS OF SIZES AVAILABLE ON REQUEST.



**BEACHCOMBER** Sturdy wire counter display. Holds 4 doz. 50 yd. Snap Lock spools of Beachcomber braided nylon striper line that is Waterproofed and Heat-Set. One doz. each: 18, 27, 36, and 45 lb. test. All lines pre-priced. COLORS: Sand or Green.  
List per display..\$55.80

OTHER COMBINATIONS OF SIZES AVAILABLE ON REQUEST.

## LEADER MATERIAL IN PEG BOARD ASSORTMENT



### GLADDING PLATYL

A dozen of any 6, 8, 9 or 12 sizes of your choice on free peg board dispensing display.  
List per 6 Peg Board. \$25.20  
List per 8 Peg Board. 33.60  
List per 9 Peg Board. 37.80  
List per 12 Peg Board 50.40  
Refills: 1 doz. of a size  
List per doz.....\$4.20  
Retail per coil......35  
Available in 13 sizes from 7x .0041" diameter to 2/5 .0185" diameter.

### CLEARON

A dozen of any 6, 8, 9 or 12 sizes of your choice on free peg board display.  
List per 6 Peg Board. \$21.60  
List per 9 Peg Board. 32.40  
Refills: 1 doz. of a size  
List per doz.....\$3.60  
Retail per coil......30  
Available in 9 sizes from 2 lb. to 25 lb. test.

### GLADDING MONOFILAMENT

A dozen of any 6, 8, 9 or 12 sizes of your choice on free peg board display.  
List per 6 Peg Board. \$18.00  
List per 8 Peg Board. 24.00  
List per 9 Peg Board. 27.00  
List per 12 Peg Board 36.00  
Refills: 1 doz. of a size  
List per doz.....\$3.00  
Retail per coil......25  
Available in 12 sizes from 1 lb. to 25 lb. test.

## PLATYL KNOTLESS TAPERED LEADERS

Smoothly tapered leaders of imported Gladding Platyl with dull finish. COLOR: Water Mist with different colored end loops to identify sizes. Put-up: 1 doz. leaders of a size and color in a plastic box.

SIZES 6X TO 6X  
7 1/2 foot Trout Leaders  
Retail each: \$.60

SIZES 8X TO 8X  
9 foot Trout Leaders  
\$.75

SIZES 8/5 AND 6/5  
9 foot Salmon Leaders  
\$1.00

### PLATYL TAPERED SHOCK LEADERS

6 to 8 lb. test.....Tip test 30 lb.  
10 to 12 lb. test.....Tip test 40 lb.  
15 to 20 lb. test.....Tip test 50 lb.  
Retail each.....10 foot \$1.00.....15 foot \$1.25

### PLATYL KNOTLESS TAPERED SPIN LEADERS

Reverse Knotless Tapered leaders for Spinning and Spin Casting. COLOR: Water Mist. Put-up: 1 doz. of a size in plastic box. Length: 7 feet.

Size 2X.....5.7 lb. Butt Test.....17 lb. Tip test  
OX.....8.5 lb. Butt Test.....20 lb. Tip test  
8/5.....10.4 lb. Butt Test.....30 lb. Tip test  
Retail each.....\$ .60



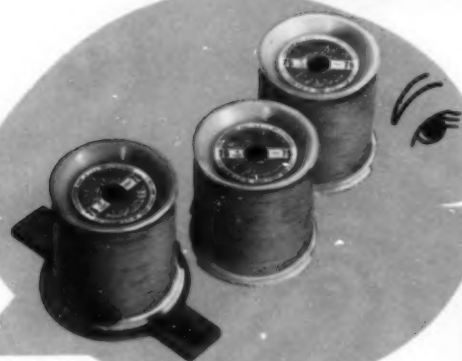
**B. F. GLADDING & CO., INC., SOUTH OTSELIC, NEW YORK**

LITHO. IN U.

**DONEGAL—LINEN CUTTYHUNK** Made of the highest quality 50's lea Courtral Linen with the least stretch. Maximum strength when knotted. Cable laid and polished. **COLOR:** Green Spot, Natural, Green. **Put-up:** 50 yds. on Snap Lock spools, 6 in hinged plastic box. Any length up to 1200 yds. on individual spools.



**DONEGAL — NYLON SQUIDDING LINE** Fibr-lubed for long wear and easy casting. Heat-Set to control stretch. **COLORS:** Green Spot, Sand, Green. **Put-up:** 50 yds. on Snap Lock spools, 6 in hinged plastic box. Any length up to 1200 yds. on individual spools.



**BOW FISHING REPEATER** Provided with bow holder. Spool attaches and separates from holder with slight twist of wrist. Repeating action. Firmly braided nylon reels off spool easily. Waterproofed and Heat-Set. **COLOR:** Visible Orange. All spools 25 yds.



**CLEARON** Imported invisible monofilament takes on color of water. Siliconized. Limp, supple, stabilized to control stretch. **COLOR:** Water-clear. **Put-up:** 100 yds. on Snap Lock spools, 2 in Gladding's unique plastic lure box.



**RAPID CASTER** Braided nylon spinning and casting line. Fibr-lubed for longer wear and Heat-Set. **COLOR:** Salt & Pepper. **Put-up:** 100 yds. on Snap Lock spools, 2 in plastic vest pocket dispensing box, or 6 in plastic box.



**BLUE CATFISH LINE** Heavy duty, braided nylon line. Tests vary from 54 to 108 lbs. Each spool marked with pound test. **COLOR:** Assorted. **Put-up:** 50 yd. spools of assorted tests, 12 in box.







## EVERYTHING YOU NEED FOR PROFIT ON FASTENERS

**Complete line—Zinc plated or plain.** Permits "one order" buying — helps you cut purchasing and inventory costs, saves follow-up time and paperwork.

**Serve Yourself Merchandisers.** Lamson's "Serve Yourself" Bolt Tray is the most flexible, practical fastener merchandiser ever developed for dealer use. Plated fasteners for eye appeal, choice of assortments for flexibility.

**High Visibility Packaging.** Lamson's high visibility cartons speed up order picking, help prevent errors in selection, dress up shelves.

**Multi-Plant Source of Supply.** Four modern plants in strategic locations provide positive assurance of continuous production and service.

**Availability.** This fine line of fasteners is available only through carefully selected distributors throughout the United States.



### LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham



# The Top Seller...

## KEYLINE<sup>®</sup> POULTRY NETTING

It's easy to see why farmers prefer Keyline Poultry Netting. Keyline never sags or bags as ordinary poultry fence often does. It stands straight and smooth from top to bottom.

Your customers know it's the extra horizontal wires woven into Keyline that make the big difference. The wires are spaced just right to withstand pull when stretching. They keep Keyline good and tight when erected.

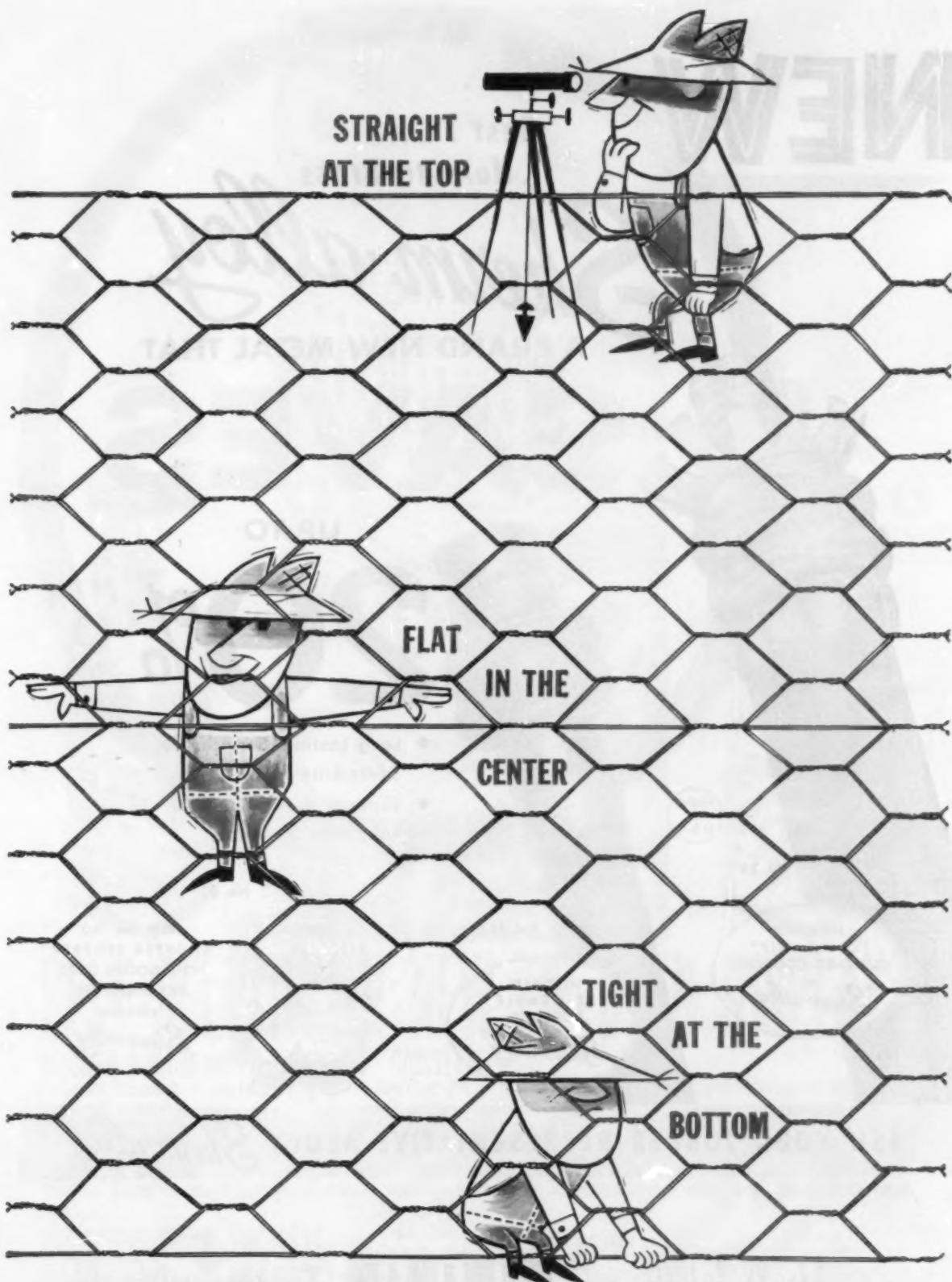
Other features help make Keyline the top seller. A reverse twist weave adjusts to give a smooth, flat surface. Every inch of the wire is galvanized against rust. Yet, Keyline costs no more.

Keyline is easy to sell because it's pre-sold. It's advertised in leading farm and poultry publications. Ad mats and envelope stuffers also help increase sales. Best of all, Keyline gets wide support from satisfied users.

Now's the time to get faster turnover and higher profits. Send in your order for Keyline today.

### KEYSTONE STEEL & WIRE Company

PEORIA 7, ILLINOIS



**makers of**

Keyline Poultry Netting • Red Brand® Fence and Barbed Wire • Red Top® Steel Posts  
Non-Climbable Fence • Baler Wire • Nails • Keycorner • Keywall • Keymesh® • Keystrip

# NEW

Best . . .  
Next to Brass

## Sherm-alloy

A BRAND NEW METAL THAT

# SAVES

UP TO

# 20%

- Long Lasting, Serviceable, Silver-Brite Finish
- Superior to Aluminum or Substitute Materials



No. 25

SHERMAN  
"LONG GRIP"  
CLINCHER COUPLING  
of  
*"Sherm-alloy"*



No. 36-C

SHERMAN  
RE-USABLE  
COUPLING  
of  
*"Sherm-alloy"*



No. 60

NEW for '60  
"SHOPPER STOPPER"  
HOSE GOODS CARD  
MERCHANDISER  
featuring  
*"Sherm-alloy"*

ASK YOUR JOBBER REPRESENTATIVE ABOUT *"Sherm-alloy"*

You'll do better with **SHERMAN** 65 years best!

H. B. SHERMAN MANUFACTURING CO., Battle Creek, Michigan





# SELF-SELLERS IN NEW ZIP-OPEN DISPLAYS

## KITCHEN BROOM WITH "Soft-Sweep" BRISTLES

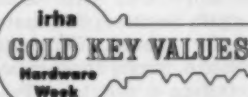
Exclusive! Thousands of tiny bristle tips pick up fine dust, dirt. Handles, blocks, bristles in pink, yellow, turquoise. \$3.98 retail.

## INDOOR BROOM

Tampico bristles, for wooden floors and all smooth surfaces. Beige handle and block. \$2.49 retail.

## OUTDOOR BROOM

Practical broom for rough surfaces—sidewalk, driveway, patio. Palmyra bristles, orange block and handle. \$2.49 retail.



SEE THEM AT  
THE HOUSEWARES SHOW,  
BOOTH 915-917-919

EMPIRE BRUSHES, INC. ■ PORT CHESTER, NEW YORK

## This Month with the Old Guard



THIS MONTH sees the beginning of a new feature in Southern Hardware—a monthly column devoted exclusively to the Old Guard and its members. In Southern trade circles no organization enjoys more prestige. Its membership is made up of salesmen and traveling salesmen making regular trips into two or more Southern states selling hardware and related lines to hardware wholesalers. In order to qualify for membership they must have travelled the South for 15 years prior to their 50th birthday. The Old Guard, then, is an elite group, with membership limited to 100.

FROM **Doug Cravens**, Atlanta, Ga., comes word that he is now operating as a manufacturers agent under the name of Douglas C. Cravens & Co. This is a switch for Doug after 24 years as a direct factory man. His principal lines are American Screw Co., whom he has represented as a direct man for 15 years, and the saw line produced by Parker Mfg. Co.

**Charles W. McKnight**, representative for G. M. Baird & Co., in Dallas, reports that his son James Worth McKnight was married recently to the former Margery Louise McConnell. The minister, incidentally, who tied the knot was named McMillen. In all, quite a collection of "Mac's" on hand. That same week, Charlie's older son, Charles, and his wife presented the McKnights with their first grandchild, a little gal named Mary Lynn. . . Yessir, it was quite a week in the McKnight household.

**Al W. Misner**, the Empire Plow Co. man in Nashville, recently back from a trip to Bluefield, West Virginia comments on how much he has missed seeing **Sam May** who currently is serving as

Highway Commissioner for the State of Virginia. "We need him back in our industry. We miss him and his stories," Al says. . . Al likewise has seen his family expand a bit. Recently, a son was born to Dr. and Mrs. W. T. Misner in Savannah, Tenn. Dr. Misner is Al's son.

**Luke O. Morin, Jr.**, of the Chattanooga Royal Co., is due congratulations. He's been named president of the Chattanooga Manufacturers' Association.

**Hubert Groves**, Houston, Texas rep for Fayette R. Plumb advises that he and his wife have purchased a new home at 2707 Carolina in Houston and expect to move in in late January after extensive remodeling.

After being out of the Virginia territory for seven years, **Tom Robertson**, Atlanta, who represents Columbian Rope Co., will serve that state again beginning January 1. Roanoke, Lynchburg, Richmond and Norfolk are among those cities to be covered in a territory Tom previously handled from 1928 to 1952. Tip from Tom: Tidewater

Supply is opening a new branch in Wilmington.

**Paul H. Speaker** of Reid & Taylor Co., manufacturers reps in Dallas, writes that the company name will be changed to Taylor & Speaker effective January 1. The company has added the Allegretti line of electric edgers and Estwing Mfg. Co. to its sales efforts in the Texas, Oklahoma, Arkansas, and Louisiana territories. . . Best wishes are in order from OG members to Paul and Mrs. Speaker who celebrated their 25th wedding anniversary last October 20th. . . Paul reports that he "had a goose hunt recently, but hit a 'Blue Bird' day and the geese flew too high for us poor shots."

From Jacksonville comes this word from **Harry Hoffner**, the manufacturers rep who makes his headquarters in that Florida city: "I have not seen as many of our members this year as I would like to have seen, and of course being in an ex officio capacity now I, naturally, have not heard from many of you. To me this is most regrettable, but, of course, we must all become an 'ex' sometime. Outside of a short sojourn in the hospital, I have been fine, and I am looking forward to seeing all of my friends in the spring in New Orleans."

**Albert W. (Al) Schenck** retired on December 15 after 45 years with Savage Arms Corp. An industry leader, Al is a former president of the Lawn Mower Institute and served as a director of the organization for 10 years. . . Al has purchased a new home at 3349 N. E., 18th Terrace, Oakland Park, Fort Lauderdale, Fla. where he will be from October 15 to May 15. During the summer months and through October 15, he will be at his home in Big Moose Lake, N. Y.

**Bill Williams**, G. M. Baird Co., who headquarters in Nashville advises that the "Nashville Chapter" of the Old Guard, 10 members strong, held their annual Christmas luncheon on November 27. Attending also were about 36 buyers and executives from the several Nashville wholesale houses. . . Bill reports that **Sheff Clark** of the Sheffield Clark Co., in Nashville is "convalescing from an

operation and doing fine."

**C. A. "Charlie" Pitts**, Old Guard secretary-treasurer, and Remington Arms Co. rep, returned to his Jacksonville headquarters late in November after a long trip to Texas and New Mexico. Though he was unable to see Connie Goldstroh in Houston he did run into Tillman Cavert in New Orleans. Since being back, Charlie says that he has been "picking up a few loose ends and keeping up with a little quail and turkey hunting. The turkey hunting has been splendid, the quail hunting not so good."

**George H. Day**, formerly with the Lumite Division of Chicopee Mills, reports that he is getting settled in Saginaw, Michigan and in his new post as assistant to Lufkin Rule President, "V" Barnard.

**Forrest Johnson** of Frank & Forrest Johnson, Manufacturers reps in Oklahoma City, advises that he was in Los Angeles last month for the sales meeting held by K. H. Davis Wire & Cable Co. and to inspect the company's new plant. Recently, the Johnsons took on as a new line Fixit Bolts for the states of Oklahoma, Texas, Arkansas, Louisiana, Mississippi, and Western Tennessee.

Much encouragement for this column, both verbally and by letter, has come from such Old Guard members and officers as **Bill Currie** and **I. H. Griffin**, president and vice-president respectively of the A. H. Deveney & Co., Birmingham; **Harry A. Taylor**, Plymouth Cordage Co., representative in Houston; Old Guard President **C. A. "Connie" Goldstroh**, American Chain & Cable Co., Houston; **C. A. "Charlie" Pitts**; and **Dietz Lutz**, manufacturers rep in Kansas City.

### **David L. Burton Joins Lawn-Boy**

**ROBERT C. FLOERSCH**, manager of Lawn-Boy, Lamar, Mo., a division of Outboard Marine Corp., Waukegan, Ill., announces the appointment of David L. Burton as administrative assistant to Sales Manager John P. Litchfield.



New display facilities of Piedmont Hardware Co.

### **Piedmont to Hold Formal Opening of Display Room**

TO CELEBRATE the formal opening of its newly completed permanent display room, Piedmont Hardware Co., Inc., of Danville, Va., is holding a General Merchandise Trade Show beginning Sunday afternoon March 20 and extending through Tuesday afternoon, March 22.

**E. C. Bradford**, executive vice-president, announces that the entire floor space will be divided into attractive sections and allocated to manufacturers who will participate with the wholesale firm in the venture.

### **G. P. Dynes, Formerly of Columbian Rope, Succumbs**

**GARDNER P. DYNES**, formerly general sales manager of the Columbian Rope Co., Auburn, N. Y., died October 6 at a hospital in Auburn. Mr. Dynes had retired from the company March 1, 1958.

### **Brand Name Changed from Darra-James to Toolkraft**

**C. J. DELISO**, vice-president of Toolkraft Corp., announces the change of the brand name of their power tool products from Darra-James to Toolkraft.

In the interest of power tool dealers and distributors the name-change had been postponed until such time as it could be done with

the least possible loss of brand name image.

The gradual change-over to Toolkraft as the brand name has been in process for one year. As of October 1, all factory products and literature will bear only the Toolkraft name.

### **Sanford Joins Sales Force of Sharp-Horsey Hardware**

**FRANK H. SANFORD**, of Macon, Ga., has joined the sales force of Sharp-Horsey Hardware Co., wholesale organization of Atlanta,



Frank H. Sanford

Ga. Sanford will headquarter in Macon and travel the surrounding area and to the southeast of Macon.



## Empire Brushes Observes Fiftieth Anniversary

WHEN THE LATE Joseph Gantz opened a small brush factory in New York City in 1909, he was too busy to worry about naming it. It was 15 years later when the Joe Gantz Brush Factory moved to Port Chester, N. Y., that it became the Empire Brush Works. Recently observing its 50th anniversary, it is known today as Em-

pire Brushes, Inc. and is a recognized leader in the brush manufacturing field.

Joe Gantz died in 1945 and the one-man leadership has been replaced by a team of executives consisting of his four sons: Jack, president and treasurer; Emanuel, vice-president and sales manager; Philip, secretary; and Harry, vice-president.

More than 1500 different brushes by catalog number, produced

by nine basis manufacturing techniques, are made today at the Port Chester plant.

## Toy Manufacturers Hold 43rd Annual Meeting

THE 43RD ANNUAL meeting of the Toy Manufacturers of the U.S.A., Inc., was to be held December 7-8 at the Biltmore Hotel in New York City at which time new officers were to be elected. The president for 1959 was Richard E. Long, president of the Eagle Rubber Co., Inc., who will serve on the Advisory Committee for the next three years.

## Texas Group Announces Convention Program

THE PROGRAM for the Texas Hardware and Implement Association convention was announced recently by Ray M. Souder, executive director of the association. The three-day convention will be held January 17-19 at the Dallas Memorial Auditorium and the Statler-Hilton in Dallas has been designated the headquarters hotel.

The trade show at the auditorium opens Sunday afternoon, January 17, with a Round-Up party scheduled that evening at the auditorium. The general convention session will begin Monday morning with the annual banquet and floor show taking place that evening.

The last day of the convention will begin with a breakfast followed by a short business session and election of officers. Following the election, members will reassemble for a hardware session and an implement session.

Speakers slated for the meeting include Dr. John Furbay, New York public relations counsel for Trans-World Airlines; J. Russell Duncan, president of Minneapolis-Moline Co.; George Norsworthy, Dallas, president of Schoellkopf Co. and president of the Texas Wholesale Hardware Association; Charles Frederick, St. Louis, managing director of the National Retail Farm Equipment Association; Dwayne Laws, Indianapolis, executive vice-president of the National Retail Hardware Association; and Miss Helen Poe, noted Dallas lecturer and traveler, who will speak at the ladies' luncheon.

*Memo to Hardware Dealers:*



You will have more water skiing customers next summer than ever before!


## FREE!

## NEW PURITAN DISPLAY RACK

Stock your entire line of Water Ski Equipment in this HIGH-PROFIT-PER-SQUARE-FOOT display!

\* Your purchase of the Puritan Standard Water Ski Shop gives you this beautiful and sturdy display rack worth \$26.75 FREE. It holds a complete line of tow ropes, tow bridles, bars, floats and figure-8 hooks and 25 full color books on Water Skiing . . . PLUS: The rack is designed to hold, in addition, up to 11 pairs of your water ski line. This self service display rack is a must in every store carrying boat and marine goods. Fill out the coupon below and mail today for complete information.

- Self-Service
- Inventory at a glance
- Suggestive selling



**PURITAN**  
MARINE DIVISION  
PURITAN CORDAGE MILLS, Louisville, Ky.

**Send coupon today!**

Marine Division, Puritan Cordage Mills  
194 Cabot Street, Dept. SH-160  
Louisville, Kentucky

Send me complete information on Puritan's new "Water Ski Shop" Merchandiser!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zone: \_\_\_\_\_ State: \_\_\_\_\_





**we're bound  
to be  
followed ...  
but everyone  
follows a  
leader!**



Order from  
your nearest  
jobber  
TODAY!

**... STILL selling  
up a storm!**

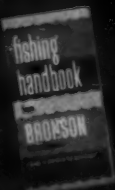
**THE LOWEST PRICED AMERICAN-MADE  
SPIN CASTING REEL WHICH  
EVERYONE CAN AFFORD! (... and more!)**

First and only reel on the market with factory pre-set drag ...  
yet it's adjustable! • Will not twist line at any time • All  
metal gears • Anti-reverse crash • Rich black and gold  
aluminum anodized frame and cover • Complete with 10 lb.  
test monofilament line • Weighs 7 oz.

**DART 905**

**\$5.95**  
RETAIL PRICE

**BRONSON**



**FREE! FREE! FREE!**

All new 12-page, full color  
"FISHING HANDBOOK FROM  
BRONSON". Crammed with valu-  
able fishing tips. Used as direct  
mail piece or counter give-away  
item. Order your quantity copies  
today! Shipments made FREE to  
dealers on request. Write Bronson  
Reel Co., Bronson, Michigan.



**BRONSON** the B/O  
**REELS** name in  
fishing

**BRONSON MICHIGAN**  
*Quartz of High Manufacturing Co.*



Now is the time to buy Swan garden hose and grass stop for spring and summer profits. Call your distributor.

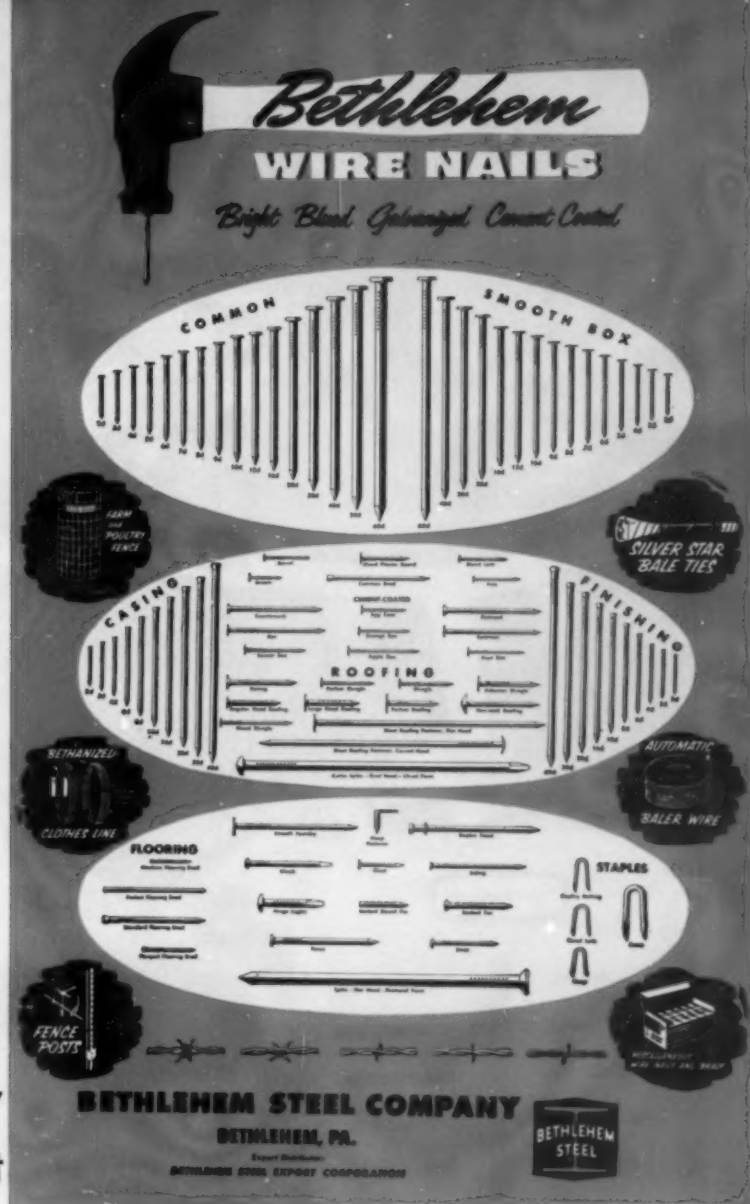
**SWAN RUBBER COMPANY • BUCYRUS, OHIO**

*You can trust the products...made by Swan*



# Yours for the asking

..... this handy  
Bethlehem nail chart



This eye-catching Bethlehem nail chart is mighty handy for everybody who buys and sells nails. Printed in color on a sturdy steel sheet, it measures 30 in. high by 18 in. wide.

Clearly illustrated in actual size is the complete range of popular sizes, styles and finishes: bright, blued, cement-coated, and galvanized.

Next time you talk with the Bethlehem salesman, ask him to see that you get some of these popular nail charts. And remember you can count on him to give you prompt delivery of other dependable Bethlehem wire products: baling wire, bale ties, barbed wire, farm fence, steel fence posts, bethanized clothesline, and bolts and nuts.



BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

Export Distributor: Bethlehem Steel Export Corporation

## BETHLEHEM STEEL





# HOW TO MAKE A PROSPECT SAY AH-H-H

Set a Springfield mower or tiller on your sales floor and you'll think you've added another salesman. Springfield engineers, you see, have packed so many self-selling, *wanted* features into Springfield products that it's easy to make a prospect say ah-h-h.

Take riding mowers, for example. Combine a full gear transmission, a pushbutton cutting height adjustment, a drum brake and a separate blade clutch into a beautiful hi-style, 32" unit powered with 5½ horses and you've got real sales power. And that's the way it is all through the Springfield line.

You'll never find an easier tiller to demonstrate than Springfield models with their balanced action. Four optional speed-change adjustments can be made right on your sales floor *without* tools to turn lookers into buyers. And handlebar controls, including optional reverse lever, are also unique sales features.

So for 1960 make sure you get the advantages of Springfield self-selling quality. On sidewalk or sales floor Springfield feature-loaded mowers and tillers are engineered to give your power equipment sales a pleasant boost. Write for name of nearest wholesaler.

Springfield 25" deluxe riding mower. America's top seller with full gear transmission.



Springfield 22" walker ... featuring Quick-Change height adjustment.



Springfield balanced action rotary tiller ... with optional reverse.



QUICK MANUFACTURING, INC., SPRINGFIELD, OHIO

7 GREAT SPRINGFIELD MODELS... *The Profit Line for '60*



NEW COLORS  
NEW DESIGN



No. 60A & 60B Merchandisers. 60A and 60B may be featured together for added sales appeal.



New 60C Merchandiser. New feature display for Ellipso® compressed-air sprayer. Includes 3 No. 130 elliptical shape compressed-air sprayers with feature display for island or counter.



Trade Mark

Again in 1960—Brand New

## DISPLAY MERCHANDISERS

Sell More Sprayers  
and Dusters



New 60A Merchandiser. An entirely new display for nine hand sprayers includes 10 No. 231, 10 No. 260, 10 No. 285 hand sprayers with counter or island display.



No. 60B Merchandiser. Three compressed-air sprayers beautifully displayed in floor unit. Includes 2 No. 191B, 2 No. 120B, 1 new No. 258 compressed-air sprayers with floor display.

All new R-L Merchandisers help you sell more sprayers and dusters. Three exciting new displays combine eye appeal and utility in minimum floor space. These new merchandisers include only selected, fastest selling items thus assuring a rapid inventory turnover. The new 1960 R-L Display Merchandisers for both counter and island fit the needs of any store layout.

A minimum investment in sprayers and dusters brings you these displays free of any charge. Ask your wholesaler about them now and get increased profit from the boom in sprayer and duster sales.

**ROOT-LOWELL CORPORATION**

Division of Root-Lowell Manufacturing Co.

445 N. Lake Shore Drive, Chicago 11, Illinois, U.S.A.

## George Halpin of 3M Dies in Minneapolis

GEORGE H. HALPIN, 69, vice-chairman of the executive committee of Minnesota Mining and Manufacturing Co., St. Paul, died recently in Minneapolis after an illness of several months. Mr. Hal-



George H. Halpin

pin was a past president of the American Supply and Machinery Manufacturers Association as well as past president and member of the advisory board of the American Hardware Manufacturers Association.

Mr. Halpin came to the firm in 1930 when 3M acquired Baeder Adamson, a Philadelphia abrasive firm for whom he was vice-president, sales manager, and director.

## Corning Glass Constructs New Manufacturing Plant

THE CONSTRUCTION of a new plant at Martinsburg, W. Va., for the manufacture of Corning Ware cooking utensils is announced by William C. Decker, president of Corning Glass Works, Corning, N. Y. Located on a 60-acre site, the plant will have 244,000 square feet of floor space.

## Portable Electric Tools to Build New Facilities

PORTABLE Electric Tools, Inc., recently announced plans for a new 207,000 square foot, one story and multi-level office building to be constructed in Geneva, Ill., on a 25-acre tract. The new structure will house all of the general manufacturing and administrative offices of the company, now located on the south side of Chicago.

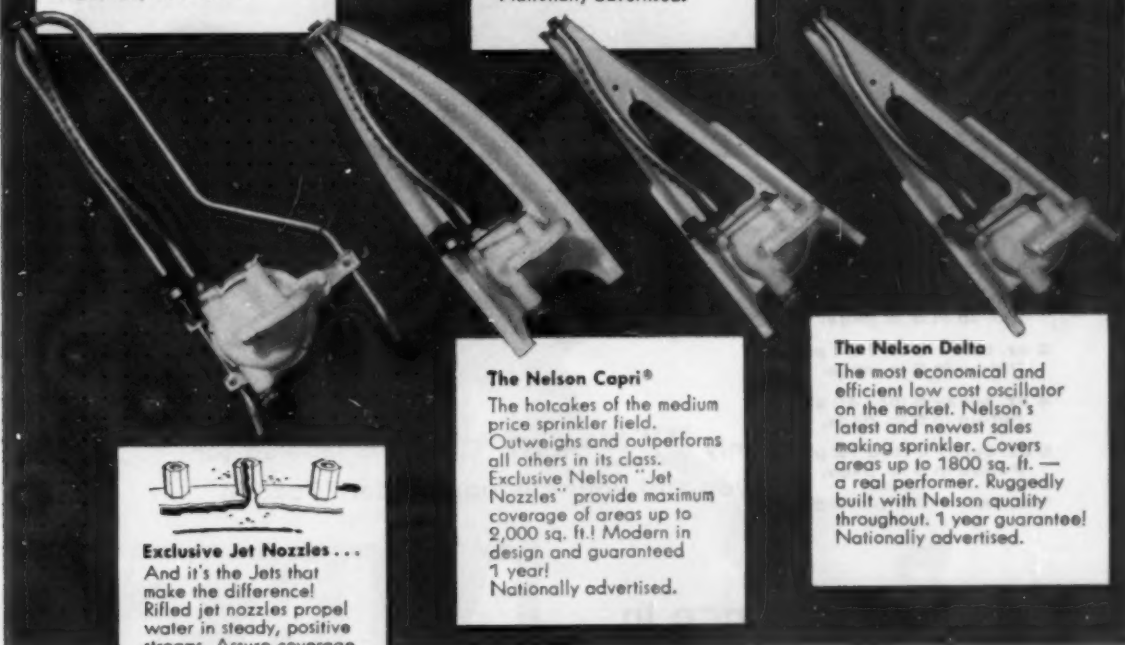
# NELSON "Rainmakers" ... now the most complete line ever offered with **4** Oscillator Lawn Sprinklers

## The Nelson Dial-a-Rain® ...

The first and best four position selector-dial controlled oscillator sprinkler. Has the exclusive Nelson "Jet Nozzles" for top sprinkling performance. Covers areas up to 2400 sq. ft. A massive sprinkler, sturdily built and guaranteed for 5 years. Nationally advertised.

## The Nelson Delta-Jet

Brand new member of the Nelson line. Modern design and ruggedly built. Sturdy Armco Zinc-Grip steel base. Has the exclusive Nelson "Jet Nozzles" for top performance. Covers areas up to 1950 sq. ft. Nelson quality construction — guaranteed 1 year. Nationally advertised.



**Exclusive Jet Nozzles ...**  
And it's the Jets that make the difference! Rifled jet nozzles propel water in steady, positive streams. Assure coverage even on breezy days.

## The Nelson Capri®

The hotcakes of the medium price sprinkler field. Outweighs and outperforms all others in its class. Exclusive Nelson "Jet Nozzles" provide maximum coverage of areas up to 2,000 sq. ft. Modern in design and guaranteed 1 year! Nationally advertised.

## The Nelson Delta

The most economical and efficient low cost oscillator on the market. Nelson's latest and newest sales making sprinkler. Covers areas up to 1800 sq. ft. — a real performer. Ruggedly built with Nelson quality throughout. 1 year guarantee! Nationally advertised.

proven sales makers ... **4** position dial controlled

*It's Nelson for ...  
the right size ...  
the right type ...  
at the right price ...*



TRIGGER NOZZLES  
STATIONARY SPRINKLERS  
"PERFECT CLINCHING" COUPLERS, MENDERS  
WHIRLING SPRINKLERS  
HOSE NOZZLES  
HOSE ACCESSORIES  
SHUT-OFF COUPLINGS  
WASHERS  
SPRAYS



Rainmakers are profitmakers ... order your stock today  
**L. R. NELSON MFG. CO., INC.**  
Peoria, Illinois

# Individually labeled balls ALL PURPOSE COTTON SEINE CORD



## ART. 533

AVAILABLE IN A VARIETY  
OF PLYS AND PUT-UPS

- 1 lb. skeins—6 thru 72 ply  
Put-up in 5 lb. pkgs.
- 2 oz. balls—6 thru 24 ply  
Put-up in 5 lb. pkgs.
- 4 oz. balls—6 thru 48 ply  
Put-up in 5 lb. pkgs.
- 8 oz. balls—6 thru 72 ply  
Put-up in 5 lb. pkgs.
- 1 lb. balls—18 thru 72 ply  
Sold in bulk

Each ball labeled  
as to weight,  
ply, feet per ball.

only **MIKE** SEINE CORD is labeled for  
you and your customers' identification

## Put your confidence in the QUALITY LINE...

Vinyl Weather Stripping  
Wood Glue  
Braided Nylon Line  
Seine Twines  
Seine Cords  
Trot Lines  
Staging  
Venetian Blind Cord  
Sash Cords  
Clothes Lines  
Mason Lines  
Fishing Lines  
Starter Rope  
Jump Rope

Mop Heads  
Wrapping Twines  
Kitchen Lines  
Express Twines  
Chalk Lines  
Parcel Post Twines  
Polished India Twines  
Plastic Clothes Lines  
Jute Twine  
Nylon Casting Lines  
Manila Ropes  
Masking Tape  
Freezer Tape  
Polyethylene Ropes



Orders of \$75.00 or more, freight  
prepaid. Orders of less than \$30.00  
f. o. b. Mill, Lawndale, N. C., Van Nuys,  
Calif., Marietta, Minnesota, Dallas, Texas,  
or Waynetown, Ind. Orders of \$30.00 to  
\$75.00 freight allowed to \$1.00 per cwt.  
Freight prepaid does not include extra  
charges incurred outside carrier's  
regular zone of delivery.

ESTABLISHED 1873

# Cleveland Mills Company

LAWDALE, N. C.

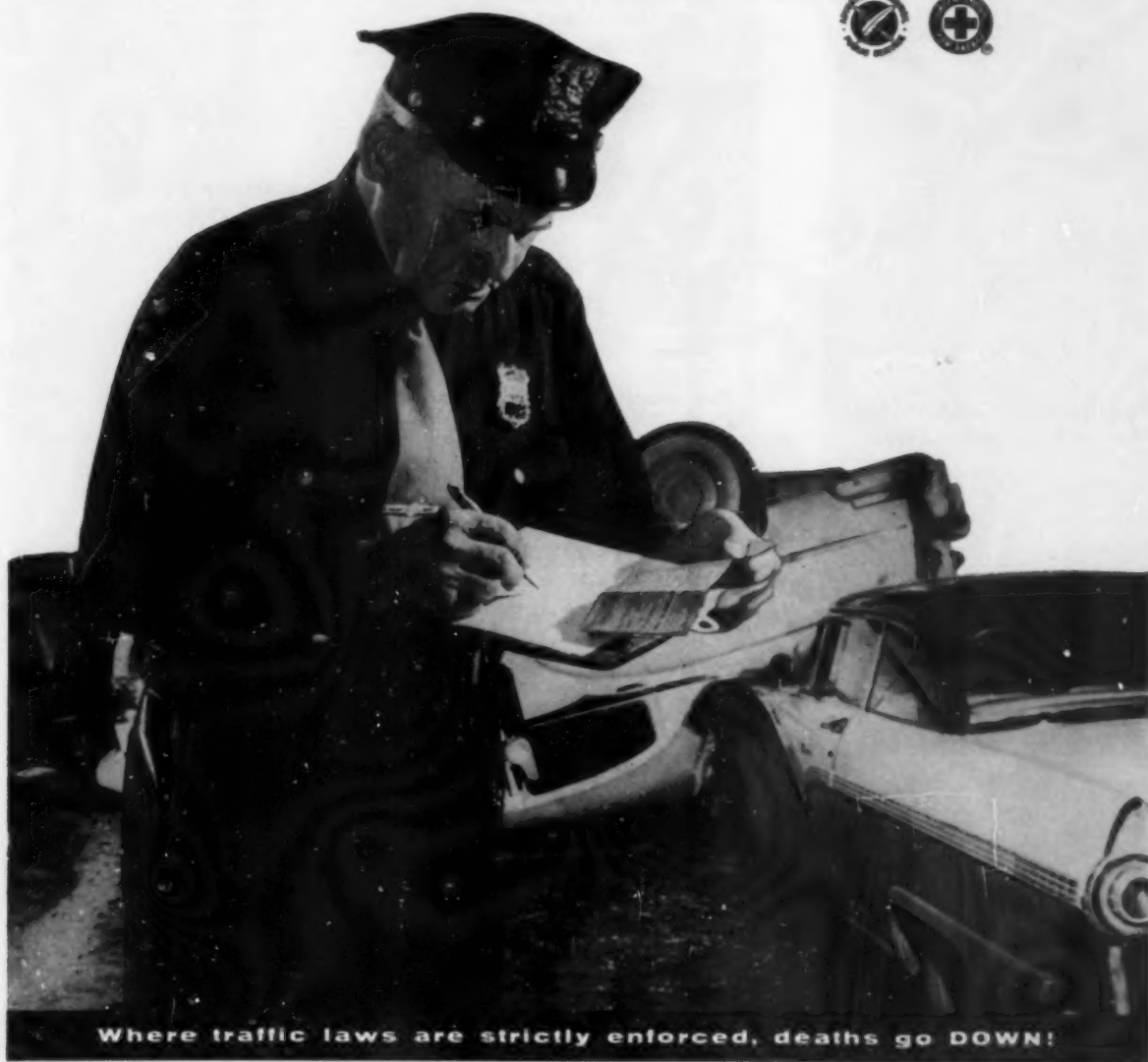
14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.



*Last year, traffic accidents killed 37,000, injured 1,400,000*

**...and they wasted Five Billion Dollars!**

Traffic accidents' human toll is so tragic we sometimes overlook their staggering economic waste. Five Billion Dollars in lost wages, medical expenses, insurance costs and property damage! Your business—every business—shares in this loss. So you have a double interest in helping reduce traffic accidents. And you *can* help! Drive safely and obey the law yourself . . . certainly. But go further. Use your influence to promote safe driving and urge strict law enforcement. To make your efforts more effective, join with others working actively to reduce traffic hazards in your community. *Support your local Safety Council!*



**Where traffic laws are strictly enforced, deaths go DOWN!**

*Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.*

## Cravens to Represent Parker Manufacturing

THE PARKER Manufacturing Co., Worcester, Mass., recently announced the appointment of Douglas C. Cravens, of Atlanta, Ga., as



Douglas C. Cravens

sales representative in six Southeastern states. Cravens will cover North Carolina, South Carolina, Georgia, Tennessee, Florida, and Alabama.

## Forsberg Co. Appoints Three Representatives

THE FORSBERG Manufacturing Co., Bridgeport, Conn., recently appointed the following representatives:

L. B. Farmer, of Nashville, Tenn., will cover the Tennessee and Virginia territory.

John C. Swygert & Assoc., Inc.,



John C. Swygert

of Miami, Fla., will serve in Florida, Georgia, Alabama, North Carolina, and South Carolina.

H. A. Varner & Assoc., of Houston, Texas, has the Arkansas, Louisiana, Oklahoma, and Texas territory.

## Lawson Yates Opens Atlanta Office

THE LAWSON H. Yates Co., manufacturers' representatives with headquarters in Nashville, Tenn., announces the opening of an office in Atlanta, Ga. The Atlanta office will be headed by Byers Holloway who will travel and service the state of Georgia.



Newell



Holloway

The announcement also stated that W. H. Newell, Jr., will head the Jacksonville, Florida office, and service that state.

## Greenlee Tool Announces Factory Representation

GREENLEE Tool Co. announces the assignment of the following factory-trained men to sales territories. Gene Seymour, working out of Merriam, Kansas now travels Nebraska, Kansas, and Missouri. Bill Farley is responsible for Greenlee sales in Arkansas, Louisiana, Mississippi, and Alabama, with headquarters at Metairie, La.

## Bassick Appoints Mount as General Sales Manager

W. K. MEYERS, president of the Bassick Co., announces the appointment of Ralph D. Mount as general sales manager.

Mount joined the sales staff of



Ralph D. Mount

the Bassick Co. in 1927, and has served in the capacities of advertising manager, assistant sales manager, and manager of distributor and truck caster sales.

## Railey-Milam Elects Executive Officers

AT A RECENT meeting of the board of directors of Railey-Milam, Inc., wholesale organization in Miami, Fla., the following officers were elected: F. G. Railey, president; R. M. Miller, executive vice-president and general manager; J.

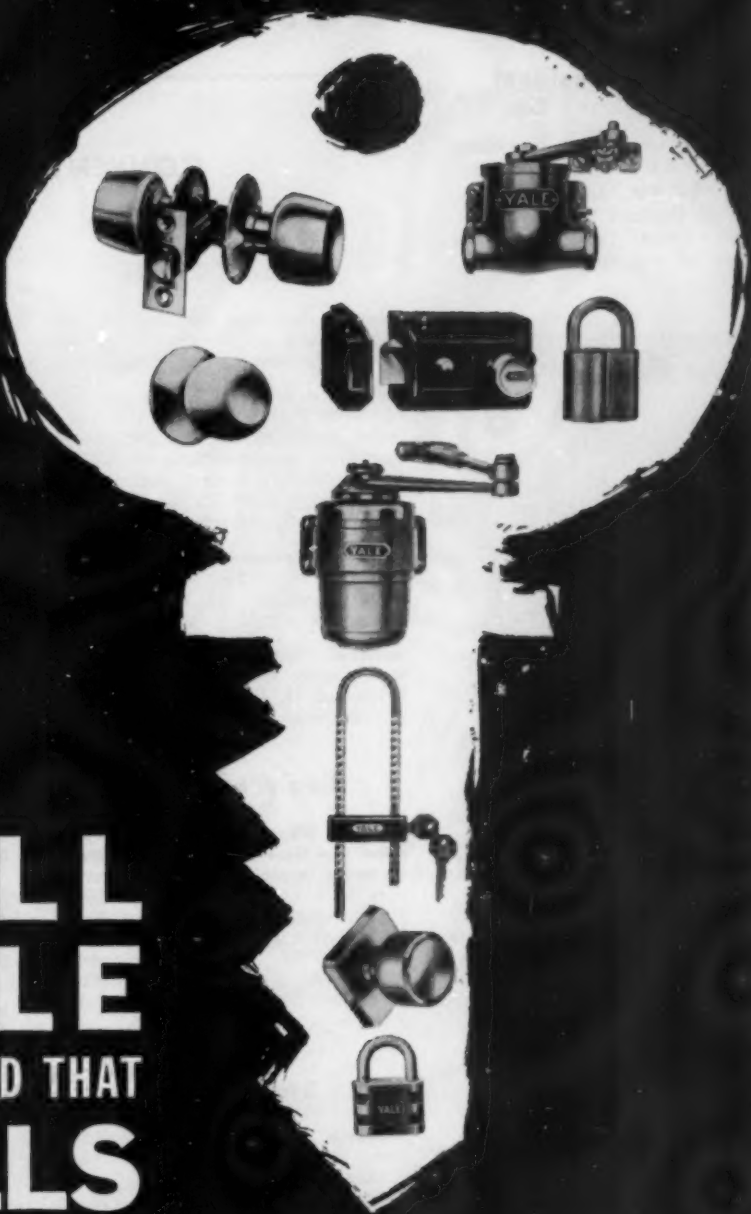


J. A. Chamberlain

A. Chamberlain, first vice-president; I. L. Balkcom, vice-president; R. H. Griffin, vice-president; L. R. Railey, Jr., vice-president; and J. W. Crawford, secretary and treasurer.

The only change made was that Chamberlain was moved up to first vice-president and assigned duties as first officer in the executive group.

# SELL YALE THE BRAND THAT SELLS



## YALE OFFERS...

- Most famous name in Locks and Hardware
- Latest styling—setting the pace nationwide
- Your choice of the broadest line
- Price ranges to suit every budget

CARRIED THROUGHOUT THE SOUTH BY ALL THE IMPORTANT WHOLESALERS

**YALE & TOWNE**

YALE—REG. U. S. PAT. OFF.

## Smith Named President of Slaymaker Lock Co.

W. HEYWARD SMITH has been elected president of the Slaymaker Lock Co., Lancaster, Pa., succeeding Samuel C. Slaymaker, president since 1930 and new chairman of the board of directors.



W. Heyward Smith

Smith previously was executive vice-president and secretary of the firm. The latter position has been assumed by S. R. Slaymaker II, vice-president—marketing.

The new president has been with Slaymaker since 1915. He is chairman of the padlock section of the Hardware Manufacturers' Statistical Association and chairman of the association's tariff committee.

## Atlas Tack Makes New Sales Appointments

ATLAS TACK CORP., Fairhaven, Mass., announces the appointment of Fry-Holbrook and Associates of Atlanta, to cover all hardware wholesale accounts in Virginia, North Carolina, South Carolina, and Georgia (except Columbus).

Locke and Carter of Cincinnati will provide similar coverage in West Virginia, with the exception of the northern counties of Brooke, Hancock, Marion, Marshall, Monongalia, Ohio, Pleasants, Tyler, and Wetzel. E. L. Hilts of Hickory, N. C., will continue to cover these same states on all accounts except hardware wholesalers.

## CONVENTION DATES

### National Events

**American Toy Fair**, March 7-16, Hotel exhibits at New Yorker and Sheraton-Atlantic, New York.

**National Housewares Exhibit**, Jan. 11-15, Navy Pier & Drill Hall, Chicago. Hotel Headquarters, Palmer House. Sponsored by the National Housewares Manufacturers' Assn., 1130 Merchandise Mart, Chicago 54; Dolph Zapfel, executive secretary.

**Home Improvement Products Show**, Feb. 5-7, Navy Pier, Chicago. Management office: 331 Madison Ave., New York 17, N. Y.

**National Builders Hardware Assn. Management Conference**, April 4-9, Princeton, N. J. William F. Haswell, 515 Madison Ave., N. Y.

### Regional Events

**Southern Wholesale Hardware Association and American Hardware Manufacturers Association—Joint convention**, New Orleans, La., April 10-13. Headquarters, Roosevelt Hotel. Ralph E. Kirby, 806 Peachtree St., N. E., Atlanta, Ga., Managing Director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, N. Y., Secretary, AHMA.

### State Events

**Alabama**, convention and exhibit, Feb. 21-23, Municipal Auditorium, Birmingham. Secretary, A. B. Hill, 2201 Highland Ave., Suite 205, Birmingham 5.

**Arkansas**, convention and exhibit, Feb. 14-15, Robinson Auditorium, Little Rock. Marion Hotel headquarters. Executive Secretary, Tom R. Pinckney, 1014½ Main St., Little Rock.

**Carolinias**, convention and exhibit, Feb. 23-25, Radio Center, Charlotte, N. C. Hotel Charlotte headquarters. Secretary, Martin F. Kaelke, P. O. Box 6215, Charlotte 7, N. C.

**Florida-Georgia**, convention and exhibit, Mar. 13-15, George Washington Hotel, Jacksonville, Fla. R. L. Ricker, managing director, 1558 San Marco Blvd., Jacksonville.

**Missouri**, convention and exhibit, Jan. 26-28, Chase Hotel, St. Louis. Executive Secretary, Art Raymond, 2311 Hampton Ave., St. Louis 10.

**Oklahoma**, convention and exhibit, Feb. 7-9, State Fair Grounds, Oklahoma City. Oklahoma Biltmore Hotel headquarters. Executive Vice-President, William B. Ruxlow, Association Bldg., 607 N. Dewey Ave., Oklahoma City.

**Tennessee**, convention and exhibit, Feb. 6-8, Andrew Jackson Hotel, Nashville. Secretary, Rufus J. Parish, P. O. Box 784, Nashville.

**Kentucky**, convention and exhibit, Feb. 14-16, Kentucky Hotel, Louisville. Secretary, Edward H. Keiley, 501 Republic Bldg., Louisville 2.

**Louisiana**, convention and exhibit, Jan. 31-Feb. 2, Capitol House, Baton Rouge. Secretary, David O. Mansfield, Box 1696, Jackson, Miss.

**Mississippi**, convention and exhibit, Jan. 31-Feb. 2, Capitol House Hotel, Baton Rouge. Secretary, David O. Mansfield, P. O. Box 1696, Jackson.

**Texas**, convention and exhibit, Jan. 17-19, Memorial Auditorium, Dallas. Statler Hilton Hotel headquarters. Executive Director, R. M. Souder, 1108 Gibraltar Life Bldg., Dallas 1.

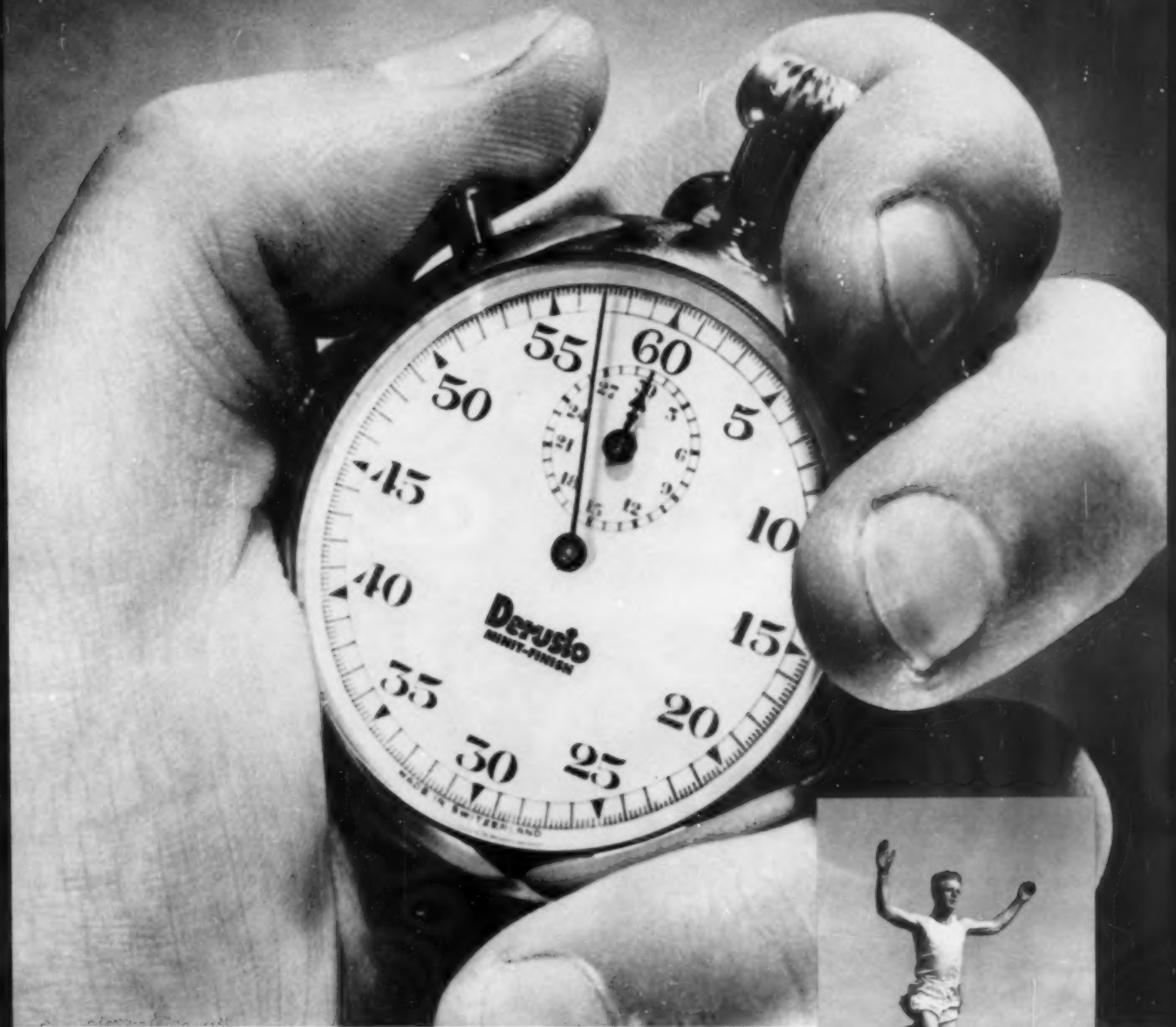
**Tri-State**, convention and exhibit, Feb. 14-16, Herring Hotel, Amarillo, Tex. Secretary-Manager, R. B. Allen, 1408 Fourth Ave., Canyon, Tex.

**Virginia**, convention and exhibit, Feb. 7-9, Hotel Cavalier, Virginia Beach. Secretary, George T. Omohundro, Jr., Scottsville.

**West Virginia**, convention and exhibit, Feb. 21-23, Hotel Chancellor, Parkersburg. Managing Director, James C. Fielding, 1628 McClung St., Charleston 1.



**when minutes count**



**new PROFITS  
START FOR YOU**

# NEW Derusto®

**DERUSTO—SPECIALISTS IN RUST  
INHIBITIVE COATINGS—OFFERS  
DEALERS NEW OPPORTUNITIES  
FOR BIGGER SALES—GREATER PROFITS!**

**PRE-SOLD—MERCHANDISED—ADVERTISED  
LOCAL TV—RADIO—NEWSPAPERS  
NATIONAL MAGAZINES TO OVER**

## 45,000,000 HOMEOWNERS

New Derusto MINIT-FINISHES combine MAXIMUM RUST PREVENTION—COLOR—and FAST DRY . . . all made possible by newly developed, modern chemical processing and manufacturing techniques. These new Derusto MINIT-FINISHES protect, finish and beautify new or rusted metal surfaces—and DRY IN MINUTES! What a sales story! Every homeowner, contractor and industrial firm a red hot prospect. Cash in on this tremendous opportunity to make BIGGER SALES . . . and GREATER PROFITS with Derusto—the rust inhibitive coating sold by over 17,000 dealers — proved to PREVENT RUST and STOP RUST in over 2,000,000 applications!

**CONTACT YOUR DISTRIBUTOR FOR COMPLETE DETAILS**



## YOU DISPLAY..

**DEALERS SAY—MY  
CUSTOMERS WILL  
LIKE THE CHOICE OF  
DERUSTO COLORS  
... THAT'S WHAT  
THEY ASK FOR  
MOST!**



### Derusto METAL PROTECTION SERVICE STATION No. 92 (For New Dealers)

To start you on your way to big bonus profits, we will give you a \$2.00 CHECK AS A DISPLAY ALLOWANCE if you place the "Constant-Motion" Display in a prominent location in your store. You'll find that the new Derusto display unit is the greatest money-making merchandising idea in the industry! The No. 92 unit includes a balanced assortment of all Derusto and galv-a-grip colors (18 quarts, pints and ½ pints) PLUS 24—16.2 oz. cans of Derusto SPRAY—one each of 24 exciting, different finishes. Total assortment weight (4 cartons) 145 lbs.

**TOTAL RETAIL VALUE...\$142.79**

**DEALER COST..... 85.61**

**DEALER PROFIT..... 59.18\***

**\*INCLUDES \$2.00 DISPLAY  
ALLOWANCE CHECK**

### Derusto CONSUMER-SELECT-PACK No. 98-A

Purchase of either the No. 92 or No. 81 entitles you to an ADDITIONAL 10% DISCOUNT on Derusto's CONSUMER-SELECT-PACK No. 98-A, which contains a dozen quarts "back-up" stock of the most popular Derusto and galv-a-grip colors. (See back page for details.)

**TOTAL RETAIL VALUE...\$33.68**

**DEALER COST..... 18.14\*\***

**DEALER PROFIT..... 15.54**

**\*\*Includes 10% Additional  
Discount**

## 41+%

**DEALER PROFIT**

## 46%

**DEALER PROFIT**

# MINIT-FINISHES

**DRY IN MINUTES**

# FREE

WITH DERUSTO ASSORTMENTS 81 or 92

**FULL COLOR**

*Constant Motion*

**DISPLAY**

Here's the most outstanding point-of-purchase display ever developed to sell rust inhibitive coatings. Has tremendous merchandising impact—yet requires a minimum of floor space. Striking **FULL COLOR "CONSTANT-MOTION"** display atop sturdy wire rack operates continuously for weeks on two inexpensive flashlight batteries.

Creates a specialty department in your own store to sell Derusto in steady, fast volume!

**WORTH  
\$22.00  
COMPLETE WITH  
COLOR CHIPS**



# WE PAY!

## Derusto METAL PROTECTION SERVICE STATION No. 81

(For Established Dealers)

Here it is! A SPECIAL assortment of Derusto's new MINIT-FINISHES to compliment your current Derusto stocks—and compliment your profits! And that's not all . . . you too get a \$2.00 CHECK AS A DISPLAY ALLOWANCE with this No. 81 unit. This "sales-loaded" assortment consists of 4 gallons, 18 quarts, pints and 1/2 pints. Total assortment weight (4 cartons) 155 lbs.

TOTAL RETAIL VALUE...\$128.35  
DEALER COST..... 79.03  
DEALER PROFIT..... 51.32\*

# 40%

**DEALER PROFIT**

\*Includes \$2.00 Display Allowance Check.

WHAT A SALES STORY TO TELL!  
MAXIMUM PROTECTION • BEAUTY  
• FAST DRY COLORS  
EXCITING NEW "MOTION" DISPLAY  
THESE NEW Derusto MINIT-FINISHES  
WILL SURE SELL FAST!



# MORE BIG PROFIT Derusto<sup>®</sup> UNITS

## Derusto and galv-a-grip

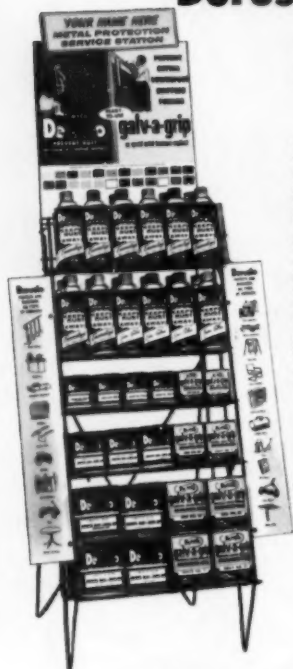
### PERSONALIZED METAL PROTECTION SERVICE STATION No. 70

Full color display sign (with color chips) imprinted with YOUR OWN STORE NAME—FREE! Includes \$2.00 display allowance check. Assortment consists of two dozen 16.2 oz. Derusto SPRAY cans—one each of 24 different color finishes—PLUS a combination of one dozen cans of Derusto and galv-a-grip in quarts, pints and ½ pints. Total assortment weight (3 cartons) 110 lbs.

TOTAL RETAIL VALUE...\$119.40  
DEALER COST..... 96.20  
DEALER PROFIT..... 46.20\*

\*INCLUDES \$2.00 DISPLAY ALLOWANCE CHECK

**41+%**  
DEALER PROFIT!



FREE!—Full color display sign imprinted with your own store name and sturdy, compact wrought iron floor display as illustrated.

## Derusto SPRAY Assortment No. 25

NEVER DONE BEFORE! Here's a striking "self-service" display assortment of the entire Derusto SPRAY color line... featuring a 3-D sign with color chips. This compact floor display (can also be a counter display) of sturdy, lightweight, colored poly-vinyl also provides ample space in rear for 24 cans of Derusto SPRAY back-up stock. Assortment includes two dozen 16.2 oz. Derusto SPRAY cans—one each of 24 different color finishes. Total assortment weight (2 cartons) 35 lbs.

FREE MODERN FLOOR DISPLAY  
WORTH \$8.50

Total Retail Value.....\$45.36  
Dealer Cost..... 27.22  
Dealer Profit..... 18.14

**40%**  
DEALER PROFIT!

SPECIAL 10% DISCOUNT—Derusto SPRAY "back-up" Assortment No. 25-A. Includes one can each of 24 different Derusto SPRAY color finishes. 10% discount applies only when ordered with any other Derusto assortments No. 25, No. 70, or No. 92. Total assortment weight (1 carton) 26 lbs.

Total Retail Value.....\$45.36  
Dealer Cost..... 34.55\*  
Dealer Profit..... 10.81

\*Includes 10% discount.

**46%**  
DEALER PROFIT!



## double bond galv-a-grip COUNTER DISPLAY

### Assortment No. 64

Every property owner a prospect. Effectively displays NEW DOUBLE BOND galv-a-grip in a minimum of counter space. Includes a FREE, colorful counter display unit. Assortment contains 1 quart, pint and ½ pint each of all three different galv-a-grip colors. Counter display measures only 16" wide x 15" deep x 22" high. Total assortment weight (1 carton) 20 lbs.

TOTAL RETAIL VALUE.....\$19.35  
DEALER COST..... 9.90  
DEALER PROFIT..... 6.55

**40%**  
DEALER PROFIT!



## Derusto CONSUMER SELECT-PACK Assortment No. 98-A

Consists of a balanced one dozen assortment of the fastest selling Derusto coatings in popular quart sizes only. 10% discount only applies when No. 98-A is ordered as "back-up" stock with any of the following Derusto assortments: No. 70, No. 81, or No. 92. Total weight (1 carton) 35 lbs.

TOTAL RETAIL VALUE.....\$33.68  
DEALER COST..... 18.14\*  
DEALER PROFIT..... 15.54

\*Includes 10% discount.

**46%**  
DEALER PROFIT!



**SPECIAL  
10% DISCOUNT**

COPYRIGHT 1980—MASTER BRONZE POWDER COMPANY, INC. All special discounts or display bonus allowances are limited offers and subject to immediate withdrawal without notification.

MASTER BRONZE POWDER COMPANY, INC.

RUST PREVENTION IS OUR BUSINESS

Calumet City, Illinois • Hammond, Indiana

FORM NO. DAST-1980

Printed in U.S.A.

CONTACT YOUR DISTRIBUTOR



# WHY YOU WILL SELL MORE Johnson REELS



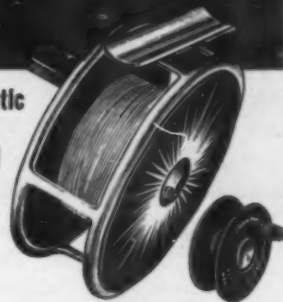
Centennial



Century



Magnetic  
Fly  
Reel



*in the next 12 months*

**1**

**Johnson**  
design stays a  
full year ahead  
of the field!

Johnson is famous for "FIRSTS". First with advanced "American type" spinning reels; first to combine direct drive retrieve and spinning performance; first to apply modern magnetics to the fishing reel field.

**2**

**Johnson**  
quality backs  
you up on  
every sale!

Built better, simpler, tougher! When you sell Johnson Reels you know quality control works for you. Rugged construction, greater capacity, compact design *plus* the fairest service policy in the industry.

**3**

**Johnson**  
advertising  
sells for you  
at every level!

Trade and consumer print advertising, movies, TV, point-of-sale, and display . . . you name it, Johnson has it working for you. Item-for-item the biggest ad program in the tackle world is selling Johnson Reels across your counter.

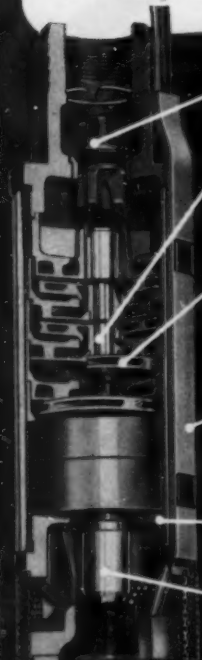
**Johnson ads  
work for you!**



**THE DENISON-JOHNSON CORPORATION**

**MANKATO 4, MINNESOTA**

**Why Red Jacket  
"Submerga" Pumps  
are easy to sell . . . at a Profit**



Built-in Check Valve holds prime and saves fittings.  
Stainless Steel Six-Spline Shaft assures positive drive and even distribution of torque. Spline shaft won't break out of extra thick impeller hub.

Precision-machined all-brass impellers and diffusers on all models (except on the 7 GPM Series where a Super Dylan diffuser insert is used with a brass cup) assure constant high efficiency.

All-brass pump shell and cable guard, together with stainless steel-cable guard straps and motor shell, prevent corrosion between pump unit and well casing.

Rigid cast pump base prevents misalignment that causes early pump failure.

Shrink-fitted stainless steel coupling eliminates troublesome set screw. Assures positive drive, yet allows easy assembly and disassembly of pump and motor.

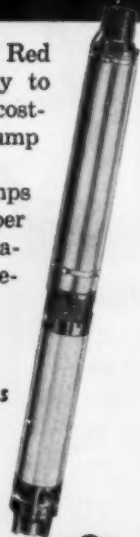
Quality features like these make Red Jacket "Submerga" Pumps easy to sell. These same features reduce costly service calls and make every pump installation a profitable one.

Red Jacket "Submerga" Pumps are available in sizes with the proper motor horsepower to meet any capacity or pumping depth requirement of home or farm.

**For complete details call your  
Red Jacket distributor today!**

**SELL RED JACKET—IT BUILDS YOUR BUSINESS**

Complete line includes: Jet Pump Water Systems (Shallow Well and Convertible Shallow and Deep Well), Reciprocating Pumps (Shallow and Deep Well), Sump Pumps, Centrifugal Pumps, Hand and Windmill Pumps, Water System Accessories, and Water Conditioners.



WS-30

RED JACKET

**RED JACKET  
MANUFACTURING CO.  
Davenport, Iowa**

# "STICK" WITH CONSUMERS

*"Products of Merit"*



## Tiger Grip Linoleum Paste

Here's a linoleum paste that has lived up to its name . . . Tiger Grip, and has been used by professional applicators for over 40 years. It's not gummy or lumpy, never needs presetting and best of all, it's easy to apply

and clean up when the job is done. Also ideal for felt paper underlayment. Tiger Grip spreads 145 sq. ft. per gallon.

## WATERPROOF LINOLEUM CEMENT

For laying linoleum on bathroom or kitchen floors, sink tops, or any other space where spillage, condensation, or dampness exists, be sure to use Consumers Waterproof Linoleum Cement, the linoleum cement that is highly water resistant. Spreads 145 sq. ft. to the gallon.



## PROFESSIONAL MECHANICS TROWEL

### Model 100

Designed especially for the professional applicator. These trowels have 3/32" serrated blades of the highest quality spring steel. Consumers Professional Trowels feature sturdy handles with

10 countersunk rivets. Model 101 has a deeper serration (5/16") for applying heavy cement for metal or plastic wall tile.



*"Once you try Consumers you'll stick with Consumers"*

Order from your wholesaler

## CONSUMERS GLUE CO.

Since 1906 . . . Pioneers in Floor and Wall Adhesives  
1515 HADLEY • ST. LOUIS 6, MO.

# INDUSTRY NEWS

## Airex Corp. Elects Foley as President

AIREX CORP., a wholly-owned subsidiary of The Lionel Corp., announces the election of John M. Foley as president to succeed Lawrence Cower.



John M. Foley

Foley, a Wall Street attorney and a graduate engineer, is one of a group of investors who recently assumed control of the Lionel Corp.



Kratky

Wenzel

## Wenzel Co. Elects Kratky as Sales Vice-President

H. WENZEL Tent & Duck Co., St. Louis, Mo., announces the election of Raymond H. Kratky to vice-president in charge of sales. Kratky, who has been sales manager for Wenzel for the past eight years, joined the canvas company 21 years ago as field representative.

In the accompanying photograph, Kratky is being congratulated by William Wenzel, right, president of the company.

## Fred Iseley Retires at Pflueger



A. H. "Fred" Iseley, left, shakes hands with Morris Witten, general manager of the Harry Finkelstein Co. and president of the Seminole Tackle Supply of Jacksonville, Fla. When Iseley joined The Enterprise Manufacturing Co. 31 years ago as regional sales representative, he took his first order from Witten. Here, he closes out his career taking his last order from the same Mr. Witten. He has been managing Pflueger sales in Florida, Georgia and formerly had the Carolinas. Replacing Iseley in the Florida territory is H. J. Bean, former vice-president of sales, for Enterprise. Both Bean and Iseley reside in Orlando.

WHAT IS LOADED WITH SPOTS  
WILL SPRING SOON  
AND HAS REAL TEETH IN IT?



TURN PAGE ►

IT'S GENERAL ELECTRIC'S

# OPERATION SATURATION

A local TV spot campaign featuring the nearsighted **MISTER MAGOO**, motion picture cartoon character.

- At least **90 LOCAL TV SPOT** commercials packed in a concentrated 3-week G-E BULB-SELLING CAMPAIGN!
- Plus **ARTHUR GODFREY** on 194 CBS radio stations. Full page ads in **LIFE**, **SATURDAY EVENING POST**.
- Tie-in and Profit with a well-stocked G-E BULB DISPLAY!  
(Get details and timing in your marketing area from your G-E bulb salesman.)



*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

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## Oklahoma Hardware Holds Spring Show Jan. 24-25

OKLAHOMA Hardware Co., Oklahoma City, has announced the dates for its Spring Market Show will be January 24 and 25. The firm has reserved space at the Huckins Hotel in Oklahoma City and expects that more than 75 exhibitors will take part in the annual show.

Emzy B. Saul, director of dealers services for Oklahoma Hardware Co., said that the practice of having a booth prize available to those making calls at the booths has proved a good one and will be used again for the show. Manufacturers and manufacturers' representatives participating in this promotional event give away free merchandise to the "lucky" dealer whose name is drawn from those registering at the booth.

A grand prize of \$250 cash will be given by Oklahoma Hardware Co. as a door prize to the dealer whose name is drawn from those who register for the show. Second prize for the drawing will be \$100.

The Spring Market Show for the Oklahoma Hardware Co. will be the first event of the year for the firm as it begins in 1960 its 60th year in the wholesale hardware business.

## P. T. Wyatt, Retired Hardwareman, Dies

P. T. WYATT, 93, passed away November 28 in Durham, N. C. A brother of the company's founder, Mr. Wyatt had been associated with Job P. Wyatt & Sons, wholesale organization in Raleigh, for 67 years until his retirement in 1954. Mr. Wyatt was a Raleigh resident from 1872 until his retirement when he moved to Durham to live with his daughter, Mrs. S. W. Sparger.

## Show Attendance Breaks 14-Year Record

A 14-YEAR attendance record was set when more than 45,000 persons visited the National Hardware Show at the Coliseum in New York, September 28-October 2, according to Frank M. Yeager, managing director. Yeager disclosed that the 1960 Show will be held at the Coliseum October 10 through 14.



"I dreamed my Hanson Self-Seller was a cash register"



... and it is, for thousands of hardware retailers coast-to-coast

Yes, the shape of a cash register and a Hanson Drill Self-Seller is similar... and so is the relationship to your pocketbook. This Hanson Self-Seller has proven itself to not only contain the sweetest values in high quality jobber length high speed steel drills... but also as the finest modern method of displaying... stocking... and selling more drills faster.

The complete Hanson Self-Seller requires only 14 square inch counter space and has all these advantages:

- Pilfer proof crystal clear cover
- Controlled inventory storage rack
- Supporting holes serve as drill gage
- Size and price clearly marked for every size
- Quantities varied according to demand

Available as No. 157 (fractional sizes) or No. 342 (wire gage sizes). Both are also available as wall cabinets. Ask your Hanson Wholesaler or write to Henry L. Hanson Company, 25 Union Street, Worcester 8, Mass.



**NO. 113 DELUXE DRILL SET**—Contains 13 High Speed Steel Drills (sizes from 1/16" to 1/4") in the finest most versatile of all drill cases. Stands on bench or job, mounts flat on wall, fits pocket, protects drills in tool boxes. Extremely popular with tradesmen, home handymen and boat owners.

**Hanson**

Quality Tools at Popular Prices for Over Half a Century.

Only self-propelled  
mower of its kind!

**22"**

Model 1227

**NEW INSTANT  
SPIN-START**



**EXCLUSIVE HOMKO  
gives full**

**... at 5 different  
walking speeds  
and neutral!**

\* The most flexible mower operation ever devised. Super range drive enables you to pace mower to meet any cutting need. Nothing—absolutely no other drive—like it!

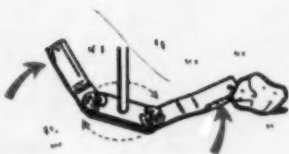
\* Most foolproof of all drives, too ...

**MOW**

HOMKO MEETS EVERY NEED, MAKES EVERY SALE

**Now... the famous HOMKO FLEXOR BLADE  
UNCONDITIONALLY GUARANTEED  
to eliminate crankshaft damage!**

Unlike ordinary one-piece blades, the Flexor has exclusive flexible tips that swing back after striking a solid object, absorbing impact and protecting crankshaft against damage. It's unconditionally guaranteed!



lifetime coverage on every  
1960 Homko rotary mower  
featuring the Flexor Blade



**BRAND NEW!  
REEL-TYPE MOWER WITH  
FRONT DISCHARGE—SIDE TRIM**

20" Model 5115

Extra-low quarter-inch cut for  
creeping bent and other fine  
grasses!



**NEW!  
THE FUN WAY  
TO MOW AT  
POPULAR  
PRICE!**

24"  
Model 1235

No other rider of comparable quality  
at the price.



**PRICE APPEAL PLUS!  
NEW low-cost single speed  
self-propelled rotary.**

22"  
Model 1226



**BACK BY POPULAR DEMAND**  
with new features, new sell!

18"  
Model 1200

Still America's  
favorite  
extra  
lightweight  
rotary.



**FAMOUS "MAGIC HANDLE"  
REEL-TYPE MOWERS**

with new 6-blade reel  
for super-smooth mowing!

18"  
Model 1105  
20"  
Model 1115



# PLANITOR DRIVE cutting power...

...at riding speeds  
from a crawl  
to 4½ M.P.H.!

\* Blade speed independent of  
mower speed. You get full  
cutting power even if you slow  
to a crawl. Makes hill mowing,  
weed cutting and trimming  
as easy as ordinary lawn care.

... no gears to shift or strip!



World's most luxurious  
rotary rider!

**24"**

Model 1245

**NEW INSTANT  
SPIN-START**



# Homko

America's **BUILT-TO-DO LINE** of power lawn mowers

... A PROFITABLE ONE!



**TOP-FLIGHT TRIO OF  
FREE-WHEELING ROTARIES**  
...in cutting widths for everyone!

22" Model 1225 WITH INSTANT SPIN-START	20" Model 1215  18" Model 1205
--	--

**LOOK TO HOMKO**  
To make "LAWN CARE"  
the most profitable for you!

- NEW! Instant Spin-Start
- NEW! Lo-Tone Muffler
- Quick Wheel Cutting Height Adjustments from ¾" to 3¼"
- Fingertip Choke-O-Matic Throttle
- Rotary Leaf Mulcher FREE
- NEW! Grass Catcher—Available as an Accessory

FIND OUT ABOUT THE **TOP DEAL**  
HOMKO HAS FOR YOU!  
MAIL COUPON TODAY

## ALL NEW!

**26" SELF-PROPELLED  
POWER LAWN  
SWEEPER**  
Model 5365



## FOLD-AWAY LAWN SWEEPERS

20"  
Model 5415  
  
28"  
Model 5455



**21" SELF-PROPELLED  
ROTARY TILLER**  
Model 5300



**9" EDGER-TRIMMER**  
Model 5399



**WESTERN TOOL & STAMPING CO., Dept. 8**  
2725 Second Avenue • Des Moines 13, Iowa

Gentlemen:

Please send me full information on the new 1960 Homko line of power mowers. I am also interested in learning about the TOP deal Homko has for me.

Name

Firm Name

Address

City  State

I am a Dealer ☐ I am a Distributor ☐

Manufactured by **WESTERN TOOL AND STAMPING COMPANY**  
2725 Second Avenue, Des Moines 13, Iowa



# DIXISTEEL Nails Now Come In Modern 50 lb Caddys



Hundred-pound nail containers have gone the way of old-fashioned kegs! We're no longer packing nails that way. Now every type, size, and finish of top-quality DIXISTEEL Nails come only in the handy 50-pound Nail Caddy. It is strong, durable, and weather-proof. It is far more convenient and easier to handle — both for you and your customers.

## ORDER **DIXISTEEL** NAILS FOR EVERY NEED

Here are a few of the many types available:  
**BRIGHT—GALVANIZED—BLUED—CEMENT COATED**



Made Only by

**ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA**  
**P. O. Box 1714 TRInity 5-3441**





JANUARY, 1960

• Believing a lot of people still want assistance and appreciate attention when they are spending their money, "Vic" employs a system of self-service, backed by clerk-service.

## Personalized Self-Service

By W. B. Abbott

**K**NOW WHAT your community wants, buy it, display it, personalize it, and sell it at a profit.

That is the five-point business philosophy of Victor Huggins who has transformed Huggins Hardware of Chapel Hill, North Carolina, from a one-man "horse collar" hardware store into one of the most active and attractive retail establishments in the South.

Operating alongside a chain variety store on the main street of

the home of the University of North Carolina, Huggins has won second place in a national hardware dealers' competition for "Retailer of the Year," and many similar awards for progressiveness in the Carolinas.

He emphasizes personalized merchandising, even though he uses a modified self-service system, with a strong backing of clerk-service. He has trained his eight employees to regard self-

**HUGGINS  
HARDWARE**

*A self-service store of exciting, unusual and useful gifts in:*

brass  
china  
glass  
housewares  
stainless steel  
art supplies  
hardware  
tools  
pet supplies  
garden aids  
thermometers



*A Carolina Institution*

Self Service  
Convenient Parking  
Guaranteed Satisfaction

Numerous direct mailings go out—birthday greetings, cards to new mothers, etc. Folder at left goes to new residents. Note space for "Vic's" handwritten message.



As customers enter Huggins Hardware, the glass front offers attractive preview of organized interior.



**"Know what your community wants, buy it, display it, personalize it, and sell it at a profit . . ."**



Store layout is so attractive and convenient that it invites overall inspection to buyers of specific items. At top, gentleman makes use of pencil and paper bags which are handy at small-items sections to assist customers in serving themselves. The lady, bottom left, buys pet basket from pet supplies — a specialty suited to the urban community.



service merely as a more efficient method of clerk-service.

"Too many retailers have expected from self-service a remedy for all merchandising ills," Huggins said, "but it's not that good that it can't be improved with a personal touch. There are still a lot of people who want assistance and appreciate attention when they are spending their money.

"On the other hand, self-service is the answer for customers who like it, and for small item sales that are unprofitable in themselves when shown, weighed or counted and wrapped by a salesman."

Huggins likes to call his method "personalized self-service," in striving to present to each customer a business image of "Your Convenient Store." In that, he has gone the variety stores and supermarkets just one better. He offers self-



Genial "Vic" Huggins, who sells personality.



service to those who want it, and clerk-service to those who want that. It is surprising how effectively he has made each complement the other.

He clings to the old while embracing the new. For example, Huggins still serves and values his credit customers. He makes a daily home delivery in his city of 18,000, and special deliveries when necessary. His telephone business is considerable, particularly on rental items, such as electric saws, sanders, polishers, drills, soldering irons, and vacuum cleaners. He advertises 88 items for rent.

Yet he attempts to personalize every phase of every transaction, be it cash or credit, by mail, telephone or personal purchase, and does it himself whenever possible.

He makes it a point to be in the front of the store all the time he

can. His greeting to a new customer, with variations to old ones, is apt to go something like this: "Good morning. I'm Vic Huggins (not Mr. Huggins or Victor Huggins—just plain Vic). We have self-service for your convenience, but please let us know if we can help you." In that instant Huggins or an employee almost automatically senses the customer's wishes, to be assisted or to be let alone.

Either way, shopping is easy. A prominent but tasteful sign in front of the first island and visible from the door picks up the personal greeting with "Welcome—SELF SERVICE or Ask for Aid."

It is a sort of rising curtain on an organized and well displayed panorama of merchandise, 22 by 125 feet long in 40 well marked sections with ceiling signs. A row  
(Continued on page 97)



All merchandise is sectionalized and arranged orderly under signs that make specific items easy to find. A prominent sign supplements a personal explanation of the self-service plus clerk-service policy.

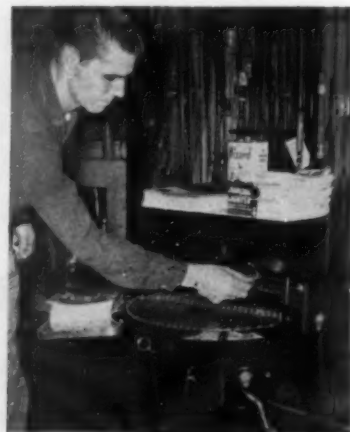


Pegboard panels move on tracks to get to shelf merchandise behind its displays. Customer here finds the file he wants, then slides panel to get it for himself.



# Get that sales Spring ^ Fever

... don't put it off. Plan now for the long sales season ahead. Shape up those displays and promotional ideas aimed at building up sales of lawn and garden supplies and other outdoor equipment. Following articles in this special section tell how other dealers have captured their share of this ever-expanding market.





- For the typical Southern dealer, sales of garden equipment and supplies bring in \$10,000 yearly.
- The do-it-yourself market has never been stronger. Be prepared to give practical, dependable advice on gardening, lawn care, and home maintenance.
- Sales of this merchandise exceed \$800 million annually. Balanced inventories complete with new products will attract new customers.
- Expansion of home ownership down South means a larger market for dealers. In the year's first six months Southern states led all other regions in construction of new homes.
- Increased leisure time has resulted in more home gardening by an increasing army of hobbyists.
- Consumer income in 1959 soared to an annual rate of \$335 billion. There will be more spending for luxury goods, leisure-time items.
- As many as 4 million power mowers in various types and sizes will be produced next year. Sales of riding equipment are increasing at rate of 50% per year.
- Don't overlook new developments in insecticides and fertilizers and the efficient applicators being introduced. This can be big business for the alert dealer.



# the SUBURBAN trend opens many opportunities for GARDEN SUPPLIES

By Richard Lane



Jim Lowrie (right), manager of the garden tool and supply department, confers with wholesale salesman Mark Freeman on a display of metal lawn edgers.



Insecticides and sprayers are fast-moving items in garden supplies. The store also enjoys a good volume on lawn seed and fertilizer. This counter combines displays.

**T**HE FLIGHT of city dwellers to the suburbs is helping to boom the sale of garden tools and supplies to new record highs.

It's a trend that has no end in sight. Hardware stores taking advantage of the opportunities are expanding seasonal departments into major, year 'round ones.

The increased sales aren't limited to suburban stores, either. Downtown hardware stores with timely advertising programs are getting their share.

Fay Builders Supply, Inc., a large Memphis, Tennessee hardware-building materials dealer, is cited by wholesale hardware suppliers for a highly successful merchandising program aimed at the suburban garden and lawn customer.

This store, at 4920 Poplar Avenue, serves a large, new area of medium and upper-medium priced homes. Several thousand homes have been built in new subdivisions in the area within the last several years.

Recognizing the tremendous possibilities, Fay Builders Supply about a year ago reorganized its store and doubled its floor space. Size of the garden tools and supplies department was increased 100 percent.

With increased floor space and stepped-up promotion, the store's garden department has quickly grown into the major class. It now accounts for around 25 percent of the store's total hardware sales volume.

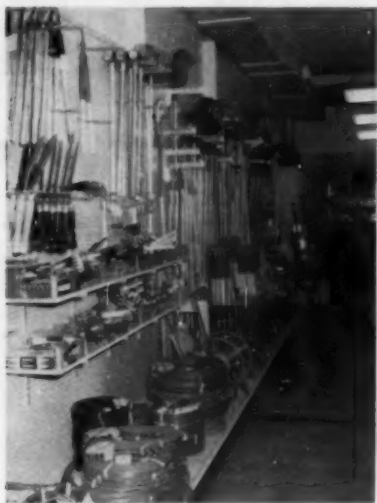
"Our sales are increasing all the time," Jim Lowrie, in charge of the department, declares. "We feel the decision to expand this depart-



New homeowners are hot prospects for power mowers, wheelbarrows, and garden hose. The store serves growing area of subdivisions and its garden and lawn equipment sales are consistently good.



Garden hose and sprinklers for the home lawn go together like ham and eggs at this store. This display of both is kept near the front so that it will catch the eyes of sidewalk shoppers.



The Memphis store maintains an eye-catching display of barbecue grills to attract the homeowner who has established his lawn. Store's policy is to maintain full lines and effective displays. Note at left how tools are displayed on a Pegboard wall

ment and increase our promotions has been fully justified. We see enormous potentialities. Our garden tools and supplies are pulling more women into the store and also are having a decided effect upon housewares and other items that normally are bought by housewives."

Lowrie, who has been with the store seven years, is especially pleased with the increase in size of the average purchase. This he attributes to the impulse buying appeal generated by maintaining a complete stock, attractively displayed.

It has become big business for the Fay store. When a customer comes in and buys \$150 worth of lawn and garden care equipment at one time, the opportunities and advantages of a large department are self-evident, Lowrie believes.

Fay Builders Supply displays its full line on three large tables and an eye-catching peg-board wall. Two tables up front also are used—principally for seasonal items. These can be seen by sidewalk traffic. The store arranges its displays to encourage self-service and browsing as much as possible. The displays are rearranged or changed frequently to keep customer interest high.

#### Demonstrations Useful

The store keeps six salesmen on the floor and has no specialty salesmen. All salesmen are instructed by factory representatives from time to time and are able to fully advise customers on lawn and garden care problems.

The store frequently holds demonstrations. These are well

publicized in newspapers in advance. Attendance invariably is good. Prizes are awarded hourly, and a grand prize is awarded at the end of the demonstration week. The store tries to have as many manufacturer or supply house representatives on the floor as possible during a demonstration. Sometimes as many as four or five are present.

"Demonstrations are highly useful in building such a department," Lowrie declares. "Sprays, other insecticides, fertilizers and such lawn items as power mowers, edgers and barbecue grills are fine demonstration subjects."

Outside of special events, the store's newspaper advertising is limited largely to an occasional full page in which a number of Memphis hardware dealers and a

(Continued on page 102)

# They **SELL MORE** Than the Mower

**Alameda Hardware in Texas  
Utilizes a Mower or Edger Sale  
to Push Installment Credit  
for Smaller Items**

**By Ruel McDaniel**

**A**LAMEDA HARDWARE, Corpus Christi, Texas, pushes lawn mower and edger credit sales to customers whose credit is known to be good, because records show that the credit customer buys more additional lawn and garden merchandise and aids than the man who pays cash for his mower, according to W. E. Nelson, manager.

"Naturally a good stock of lawn mowers and power edgers makes a logical base for lawn and garden merchandise volume," Nelson explains, "but these major items are equally as important for their part in creating additional sales as they are for the actual volume they produce."

The company has two credit plans for customers with sound credit records. Either helps to boost the size of the average

sale. It has a regular installment payment contract, whereby the customer pays for his purchases by the week or month and the contract carries a modest financing charge. And it also has worked out a three-payment arrangement for customers who don't want to pay all cash but neither do they like to pay a carrying charge.

The latter credit arrangement calls for one-third of the total purchase to be paid in cash, one-third is to be paid in 30 days and the final payment is due 60 days hence.

And, of course, the company maintains its regular 30-day credit arrangements for regular customers who don't want either of the two other plans.

"The man who takes advantage of our installment and carrying charge plan is most susceptible to

suggestive selling," Nelson finds.

Additional sales result in most cases like this:

The customer selects a power mower or a power edger, or both. He makes arrangements to pay for the purchase by the week or month. After the deal is complete but before the contract is completely filled out, the salesman suggests that now is the time to buy some garden tools, fertilizers, insecticides.

All this merchandise is just across the aisle from the floor showing of mowers and edgers, and it is easy to point out these various items to the customer.

"If you are going to need any of these during the next several weeks, why not select them now—and include them in this contract? We'll lump everything together...."



Manager W. E. Nelson of Alameda Hardware suggests sprinklers and other lawn aids (top) to customer who has just purchased a new power mower on time payments. Additional purchases can go on the same contract. This customer (lower left) finds plant food section of special interest and Nelson tells him of the various uses of the plant foods under discussion. Customer (in lower right) has just bought one of the largest power mowers stocked. This is a tip-off to Alameda Hardware that he should be interested in a power edger also. Here, Manager Nelson is showing him an edger.



Recently during a two-week period, the company sold 50 new-type jar sprayers, at \$9.95 each, and a majority of these sales were the result of a display atop an island fixture adjacent to the insecticide and plant food displays. During the same period, more than that number of smaller sprayers moved out, also largely from suggestions by salesmen who had sold a major item for the lawn or garden.

The company sets a minimum purchase of \$20 for regular installment contracts.

"We are sold on the value of on-the-job demonstrations of power mowers and power edgers," Nelson says. "Naturally that takes time of someone from the store, but we have found that it pays, providing we make an earnest effort to limit demonstrations to

those persons whom we feel are real prospects and are not merely seeking a free mowing job."

Demonstrations have especially helped to sell power edgers, Nelson says, because power edgers are comparatively new to most prospects, who have a right to see what they will do before investing \$70 or more in one.

#### Prospects for Edgers

"We find that most purchases of power mowers, and particularly the larger, higher-priced models, are excellent prospects for edgers. When a man is willing to invest the price of a large power mower in order to maintain his lawn properly, he is a man who is proud of his home and yard and is open to suggestions that will help him to maintain his lawn

better. A power edger can help, him, and a demonstration proves it," Nelson explains.

The company runs an occasional special newspaper advertisement on lawn and garden supplies in season, and through the cooperation of a power mower manufacturer, it uses some spot television announcements.

Annual volume ranges between \$25,000 and \$30,000.

Accepting used mowers as part payment for new mowers or edgers has helped business, Nelson says, and it is possible for the company to do this because the management has worked out a program of disposing of the used mowers that guards against extreme loss.

The better and newer mowers taken in trade go to the shop, (Continued on page 106)

***Virginia dealer advises--***

# **KNOW YOUR GARDEN SUPPLIES**

**Williamsburg Hardware  
has increased volume 25% annually  
for past four years  
by careful specialization  
in profitable garden supplies**

**K**NOW YOUR garden supplies, know every product you carry and how it is used, advises Daniel Kantor, owner of Williamsburg Hardware in Arlington, Virginia. Sales of garden supplies in this store have increased 25% annually over the last four years.

Know the garden problems of your area and find the answers to your customers' questions, he emphasizes. Then if they are to get the results that bring them back to your store, carry a full line of quality garden supplies, Kantor adds.

This is the way the Virginia hardware dealer summed up the heart of a successful garden supplies operation. To meet these conditions, he advises carrying fully complete lines of garden supplies to give a customer a wide choice within his needs. He emphasizes having on hand what a customer needs seasonally when he needs it, and at a good competitive price.

Furthermore, Kantor says, keep the variety of your garden supply



products right in the public eye through window displays, floor displays of both single units and mass arrangements, through newspaper and flyer promotion, and direct mail. Though better than any formal promotion is the personal contact over the counter with your garden customer in solving their problems, according to Kantor.

"When I say know how to answer questions, I mean advice to questions such as: 'If I planted no seed in the fall, then do I put down fertilizer and grass seed in the spring for a good lawn?' Or 'Our grassy yard gets rough treatment from the children. How can I have a reasonably good lawn that will stand up to their treatment?'"

"Try to find your answers if you do not know, but let the customer get the feeling you want to help.

"Indicate in your approach that the success of his garden means something to you," he said.

To school themselves in answer-

## By Beatrice Miller

ing the multitude of questions throughout the season, Williamsburg Hardware personnel attend manufacturers' schools and the hardware association school, study gardening magazines, read labels on products conscientiously, and get gardening at firsthand in yards of their own.

Opening the garden supply season right after February 22, particularly when the weather is favorable, lets the community see the variety and quality of your merchandise, according to Kantor.

The store devotes a 24-foot section of wall shelf, a 50-foot mass display area, a complete window throughout the season plus sidewalk displays, to garden supplies. Williamsburg Hardware also sends between 3,000 and 5,000 pieces of direct mail on crabgrass

killer early in the season. This is arranged with the manufacturer. In April, a personal postcard on grass products is mailed, and about mid-April an eight-page booklet is put out. A quarter-page advertisement is placed in the suburban newspaper stressing one item.

"We have specials such as a power mower, or 5-10-5 fertilizer, or grass seed that we promote by newspaper, direct mail and store display, and these bring us a 15% gain in volume," he added.

Williamsburg Hardware carries a large and diversified stock giving its customers a choice in several types of grass seed such as rye, blue grass, perennial, a wide choice in flower seeds, growing plants, various types of fertilizer, and insecticides.

"We cannot stress strongly enough to any dealer the importance of quality lines. Though we carry several lines of garden supplies, each is a quality line. You can sell a quality line with more confidence.

"Also, when results have been satisfying to the customer, quality is remembered long after price is forgotten," continued Kantor.

Mass displays of grass seed and fertilizer are placed in the store entrance as well as in a sidewalk display in front of the store. Spreaders are loaned free to customers on seed and fertilizer purchases. Items such as power mowers, aerators, hedge clippers, posthole diggers, and rollers may be rented.

Deposits are not required where the customer is steady and well-known, but a small deposit is taken where the customer is not so well known. The store conducts its own maintenance, and when the season is over, sells its rental items to avoid storage space consumption.

"Garden supplies are not only profitable but sell the entire store. The continuous traffic brought in throughout the season increases volume in every department," Kantor points out. "Paint, tools, play equipment—all get a lift from our garden supply customers."

Summing up what he considered vital to a successful garden supplies department, Kantor again advised having the right item at the right time, at a good price.



Williamsburg Hardware carries a large variety of seed, top left, prominently displayed where the customer may find his own and shop leisurely. Salespeople study chemicals and their use to be ready for questions by the customers on their needs for proper lawn and garden care. Top quality garden tools are readily accessible for customer preference. Lower photos, customer curiosity is satisfied by making it a point to know and anticipate the answers to questions before they're asked. Here the details of a quality lawn mower are explained and the operation of a fertilizer spreader pointed out.



Harry and Lucille Schneider, owners of Harry's Hardware, look over their "want book" to check on their stock of merchandise on hand. Salesman John Dickey, right, demonstrates some of the features of a power mower to a customer. All the salesmen for the store are thoroughly trained in power mower features, operation, maintenance and fine quality points.



**By Bob King**

Southwestern Editor

**This  
Texas Dealer Finds --**

**handling  
quality lines keeps  
customer foremost  
and  
price secondary**

A HARDWARE dealer in Dallas, Texas, is of the opinion that the small specialty store operator must give customers much more than just price consideration if he expects to get his share of the business in the face of competition from discount houses and other cutrate stores.

Harry Schneider, owner and operator of Harry's Hardware in Preston Forest Shopping Village located in north Dallas, has found that keeping the customer foremost in mind and price secondary pays off handsomely. This has proven especially true in selling lawn equipment and power lawn mowers.

Although Schneider and his wife, Lucille, opened Harry's Hardware #2 only a few months ago in the new shopping center, they are applying selling and promotional methods gained through 10 years of experience in operating their first hardware store in Preston Center, another shopping village only a mile or two away.

First of all, Schneider believes in carrying only quality lines, particularly in the lawn equipment field. He claims a sound reason for this. Since he has his own re-





The complete repair shop at Harry's Hardware has proved a major sales factor. Since Schneider does most of the work himself, customers know that they have help in case of trouble, and it has also provided many contacts to new power mower sales. Right photo shows one corner of the store where garden and lawn supplies are neatly arranged for the customer's convenience. Hand and garden tools are displayed on pegboard. In lower photo, John Dickey checks off orders of fertilizer to be delivered by Curtis Carter. The store is believed to be Dallas' largest volume seller of sacked fertilizer.



pair shop in back of the store and does most of the service and repair work himself, he knows first hand the trouble that price mowers are prone to give customers.

"Cheap, inferior equipment leads to breakdowns, costly service calls and worst of all," Schneider believes, "customer dissatisfaction. One dissatisfied customer may cost several or more lost sales when they complain to friends and neighbors about an unhappy experience they may have had with a cheap machine. This in turn may bring customer resentment against the store from which they purchased it."

Strict adherence to this rule, putting the customer's satisfaction foremost, helped their store in Preston Center sell more than 50 power mowers last year in spite of terrific competition in the area. To give you an idea of the competition for power mower sales, Schneider counted one day and found 13 places in Preston Center where lawn mowers were sold. There are about four blocks of business stores in the shopping center.

With the new store in operation, Schneider expected that power

mower sales would be well over 100 by the end of 1959. At least that was the goal they were shooting for, and he has found that setting a sales goal is essential if an annual sales increase is expected.

"Ringing up a sale for a power mower doesn't complete the sale," says Schneider. "Service after the sale is just as important as when the customer buys the mower as far as we're concerned. Since we consider customer satisfaction our most important selling aid, we stick with quality lines that we know and that the customer knows and likes. We let them know that we back the product with our personal guarantee and the manufacturer's warranty, and have follow-up calls after about two weeks to be certain the mower is operating properly."

Another thing that Schneider

insists on is that his salespeople have a thorough knowledge of the power mowers they are demonstrating and be able to stress the fine points of a quality mower, why it is superior in its field and therefore costs more to buy.

If a customer is simply interested in price as the most important factor the store can still make the sale by offering a lower priced machine, since they carry a complete line, the low end as well as the high.

Once the customer buys a power mower, he is given complete and thorough instructions concerning the operation of the machine, safety and maintenance features that must be observed and proper mowing procedures.

The store's competent repair shop is also considered a major (Continued on page 106)

**Here's How This  
Virginia Dealer  
Handles  
Garden Supplies**



Sidewalk displays of living plants are good advertisement that hardware store has a garden supply department with an abundance of products.



A spot display enroute to the garden shop catches the eye of customers in the main store, drawing them to the garden supply department.

***Specials on--***

# Garden Supplies

**By Beatrice Miller**

**“W**HENEVER we run a special on garden supplies, we jump volume 100%. What does it is mailing 10,000 Shopping Center circulars to homes in the community. In these we have highlighted a special such as garden hose, sprinklers, an insecticide, fertilizer, handtools, or a special on azaleas, or a small shade tree or shrub,” said Ray Cohen, co-owner of Belle View Hardware in Alexandria, Virginia.

In sales of garden supplies the store had an annual gain of 35% in '57, '58 and '59.

“In the eight years of our operation that mailing has brought consistently outstanding results.”

A specialty item may be a \$12.95 wheelbarrow that sells for \$7.19 throughout the season, on which free delivery is given.

There is another practice that Belle View Hardware affirms as a great customer-getter: free delivery service. Not concealing the delivery service, not waiting until a customer asks for it or groans under a 100 lb. bag of fertilizer, but offering the service even when a customer has his car



Knowing the chemical makeup of an insecticide is required of all employees so that customer asking for it by chemical name is not turned away.



Selling the correct item is important to this store. Salesmen make sure tool fits the job even when customer selects a tool from the display.



This area at the rear of the store contains 3,000 square feet of space and firm has room for plant stock, shrubs, trees, birdbaths, etc.

# Jump Volume 100 Percent

available, Cohen maintains.

"When a customer buys fertilizer or any other garden item, we find that offering free delivery service pays off in future volume. He will remember that you said, 'We'd just as soon deliver it and not put it in your car,' and he will call by telephone and order because he knows he does not have to come to the store to get it," stated Cohen, indicating that deliveries on non-special items were far in excess of specials.

Belle View Hardware's sales of fertilizer and insecticides have increased about 100% annually for the last several years.

Another powerful incentive to increased garden supply volume is the series of four weekend problem-discussion sessions the store gives during the growing season, with factory and supplier representatives on hand. Notifying the community with 10,000 mailing pieces, the store may sell about 500 bags of a fertilizer or soil improver at a gathering.

"We also have a part-time horticultural specialist who comes in

Fridays and Saturdays to answer questions. The community regards him as an authority and customers bring in a moldy leaf, a soil sample, a blighted plant for his solution," Cohen commented as another indication of the importance of getting sound and dependable information to the customer for good garden results.

## Well-Trained Staff

Belle View Hardware underscores well-trained personnel in garden supplies. Putting into their hands Department of Agriculture bulletins and Virginia State Department of Agriculture bulletins, Cohen insists that sales personnel know the ingredients of insecticides, soil chemicals, etc., on their shelves. Often customers come in asking for the chemical itself and not the trade name. Personnel also get sessions with factory representatives on items and their applications, and samples are given each employee to use and observe results in their own home yards. A weekly one-hour session is held to present and acquaint

employees with new garden items.

"We have given personnel samples of fertilizer, insecticide, a grass trimmer for a week, a power mower, grass seed, and all these efforts have brought better understanding and appreciation of what they are selling. We consider giving the right information so basically important to success in a garden, that we would rather sell a 29¢ item instead of the \$2.98 item a customer asks for, if that will do the job," explained the dealer.

"Once you sell a customer the product that he really needed to solve his problem, he will go nowhere else with his garden trouble. You will multiply garden sales to him because he is confident you know what you are talking about. That is why we always inquire when a customer helps himself to an item from our self-service shelves. We ask what his problem is, what he wants to accomplish with the item."

Belle View Hardware carries complete lines, but emphasizes quality in every sale. A customer

(Continued on page 107)

## ***This Oklahoma City Dealer Finds--***

# **To Sell Patio Furniture Use A Patio Display**

**By W. U. McCoy**

**T**HE DAVID M. DAVIS Co. of Oklahoma City, a leading dealer in specialty hardware, featured a complete line of quality patio furniture last year, and full credit for strong sales results is given to the display system.

And sales increased 300 percent on outdoor living items shown along with the patio furniture.

The store is located on a heavy traffic artery, and the problem was to get an attractive display outside, give it some protection, and keep employees from the time-consuming task of lugging merchandise in and out every morning and night. The way the problem was solved not only brought strong new business, but yielded profitable bonuses to the enterprising owners.

First step was to put up a fiber glass canopy, 10 feet deep across the 60 foot south front.

This first step was taken last year, before the full plan was visualized, to cut out troublesome reflections in large plate glass window areas, and to provide overhead shelter for outside display items. Barbecues and outdoor living merchandise were shown, but moving heavier items

in and out was still time-consuming, and the store had theft loss, even of large items in the daytime. Insurance coverage was not good for items shown in the unprotected area.

The company decided this year to carry a complete line of top quality patio furniture. Mr. and Mrs. Davis knew that in the past few years, with television and air conditioning, people had been staying inside more and buying fewer complete sets of outside furniture. They were aware, though, that since home swimming pools had come into the limelight, people were again furnishing outside areas. They had to get this furniture out where it could be seen, to take advantage of the traffic flow past their store.

### **Enclosed with Fencing**

Mrs. Davis hit upon the idea of enclosing the entire 60 foot area of the canopied front with a heavy duty, large-meshed chain link fence, extending from the concrete base to the overhead fiber glass. A gate with a lock was added.

The fence cost the Davis com-

pany between \$300 and \$400, and was easily installed by simply adding four additional supporting rods between supports already used for the canopy.

"This has definitely solved many of our display problems for outside merchandise," Mrs. Davis says. "For one thing, it stays there 24 hours a day, and by using four floodlights, we ended up with an attractive night display."

"The fence-enclosed area under the canopy gives a real patio feel—customers can see the furniture in surroundings like those in which it will be used. One of the main features of the line of furniture we are carrying is its weather resistance," Mrs. Davis points out. "This display demonstrates that quality, because it's out where it gets the street dust and rain that might blow in on it, and yet it remains nice."

The furniture display is colorful, including chaise lounges, glass topped dining tables, chairs, cocktail tables, and accessories. And space is there to spread the furniture out and show attractive groupings.

Two large redwood picnic tables have been built and displayed



Davis Hardware's outside display area has allowed the firm to put its patio furniture out closer to the heavily-traveled street where thousands of passersby can see it daily. The patio setting gives an added incentive to buying because the customers can visualize the furniture in surroundings similar to those where the furniture will actually be used. Below, part of the interior of the display is shown—the section featuring chairs and chaise lounges. Note the natural-setting qualities which have been imparted by the fiber glass roof and the fence enclosure.



with the furniture. For several years Davis has carried the iron framework for the tables (they don't sell the completed table). But since displaying the frames in demonstration tables in this new area, sales on this item have tripled.

With this new front, inside store displays are still clearly visible from the street. Large displays of specialty hardware are seen even better, since a clear view is offered with no glass reflection. In this case the system even improved the flow of customer traffic, since one unnecessary entrance was eliminated.

#### Public Notices

Another type of business occupied the building a few years before. Mrs. Davis points out the new outside display goes a long way toward emphasizing to the public that it is now a hardware store.

"Now we can show our patio furniture to people who otherwise would never know we had it," Mrs. Davis says.

Insurance coverage is in force, now that the merchandise is pro-

(Continued on page 108)



# Rentals Are Selling His Mowers

A Texas Dealer Tells How

By Bob Bray



Webb Woodland works over a power mower unit in the service department. The department, though showing some profit, was set up chiefly as a customer service.



Six mower models are given the lead display position at front of store during spring and summer months.

**"R**ENTING sells power mowers!" If that reads as though it doesn't make sense, stop and think about it for a moment, and consider the experience of David and Webb Woodland, owner-operators of the Woodland Hardware and Paint Store, Austin, Texas.

The Woodland brothers had already sold 40 new power mowers prior to June 1 last year and were just getting started on their best year. Prior to this, they had sold a total of more than 200 units in the past four seasons for gross sales of approximately \$15,000.

This doesn't even take into account their income from power mower rentals, which alone sometimes brings in as much as \$25 a day, and repair revenue that boosts mower money still higher for a store that has a \$75,000 annual volume.

How does renting sell power mowers? It furnishes Woodland Hardware with a steady stream of really good prospects and at the same time, educates the prospects on the advantages of the product. David Woodland estimates that around half of all the mowers the firm sells are to customers who started out renting them.

This, he says, is true for several reasons. First, there are still many potential power mower buyers who eye the product with suspicion. They are a little bit worried, although they usually won't say so, about whether they'll be able to get the mower started and be able to keep it running without a lot of trouble. A little actual experience

at operating one of the rented units eliminates this fear for the many potential buyers who have limited mechanical experience. The odds are heavy that when such customers do make up their minds to buy a mower they will want to get the same type unit they have been renting. Thus, renting mowers, the Woodland brothers have found, is a little like charging a customer 50 cents an hour—a minimum of \$1—to let him try out the product you plan to sell him.

David Woodland explained that the firm got in the power mower rental business "accidentally," when a longtime customer asked to "borrow" a used mower that had been taken in on a trade. "I told him we never had loaned out mowers to anyone, and he said, 'Well, come on, I'll give you a buck to rent it for an hour'."

From that small and unplanned beginning they started building a rental business, but not with used trade-in mowers. "We soon learned it was best to keep only new machines that were in top condition in the rental pool," he explained. "It is good business for us to have mowers which start easily and give top performance on rental because it helps the mowers to sell themselves. We usually keep from three to five units available for this purpose," he said.

They have found that keeping their machines rented is no problem at all. All they do in the way of advertising is run a 75 cents a week advertisement in the classified section of the South Austin weekly newspaper. They also display "for rent" signs in the store. These inexpensive methods pull in a continuous flow of new customers, a high percentage of which will be lawn mower buyers within a few weeks.

#### Experience with Mowers

Renting the mowers has helped the Woodland brothers to sell mowers in another way, too. It has given them a sound, basic experience with mowers that lets them speak with considerable authority when they discuss the merits of a unit with the potential purchaser. Frequently hardware store sales personnel can't really sell power mowers because they haven't had sufficient experience with such



David Woodland, left, gives a detailed explanation of one mower's advantages to two prospective buyers.

equipment to discuss it beyond stating the price.

Handling the mowers day in and out, learning to completely tear them down and put them back together in a matter of minutes, and seeing how they perform under rough rental schedules has taught the Woodland brothers just what the customers can expect from the line of mowers that they handle. For example, during a recent sales discussion with a customer, David

Woodland decided to illustrate the dependability of the mowers and the ease with which they can be started. He took the customer out in front of the store where the rental units are kept. With just one pull of the starting rope, he started three units, one right after the other. The fourth one didn't start on the first pull and Woodland had a laugh with the customer, saying, "Well, I guess I

(Continued on page 108)

# ***For a profitable future - -***

**A glimpse into three stores  
which spotlight the importance  
of modern hardware retailing.**

**Hubbard Hardware Co.  
Lake Wales, Florida**



**NO, not this - -**

**This is BEFORE!**

THE NEWLY remodeled Hubbard Hardware store in Lake Wales, Florida, is a dream which has become a reality for Charles Chowning. Located in the former post office building, probably more people have passed through its doors over the course of years than any other building in Lake Wales. The large double archway entrance, a landmark for many years, now is gone. The entire front entrance, shown on the next page, has been changed to modern glass.

The old-fashioned 20-foot ceiling has been lowered over the main floor area to 11 feet and a 30-foot balcony in the rear of the store serves as extra warehouse space with access by a wide stairway.

The store is 35½ feet wide by 109 feet deep. The special acoustical tile ceiling, with new lighting and canopy lighting, enhances the value of every item displayed. A special Hi-Fi sound system supplies relaxing background music.





entitled to select a key from a pail to try to open a Treasure Chest of prizes. Customers were also urged to register for a grand prize.

Other events included a special Garden Clinic conducted by Pete Shoemaker, representative of a spray chemical corporation.

To draw greater numbers, Hubbard distributed the "Better Value" Fall Festival Broadside from Clarke Siviter Co.—a leading wholesale organization with branches in St. Petersburg and Orlando—to its customers' homes along with an invitation to come in and take advantage of the many specials offered during the Grand Opening Sale.

## AFTER

Hubbard Hardware is one of Florida's leading retail hardware stores. A familiar phrase is, "If you need something, go to Hubbard Hardware—they'll have it." A service department under the direction of Kenny Long is located in the rear of the store with complete facilities for the servicing of lawn mowers, gasoline engines, and major appliances. A customer also may buy a complete air conditioning heating system, and have it backed by a sound service agreement from the store's own service department.

When Hubbard Hardware invited the entire public to help celebrate the grand opening of the newly remodeled store, it was a real gala event, with every customer receiving a gift. Additionally, balloons were hung from the ceiling which contained discount certificates worth from 1% to 30% on a customer's single purchase; customers making a purchase were

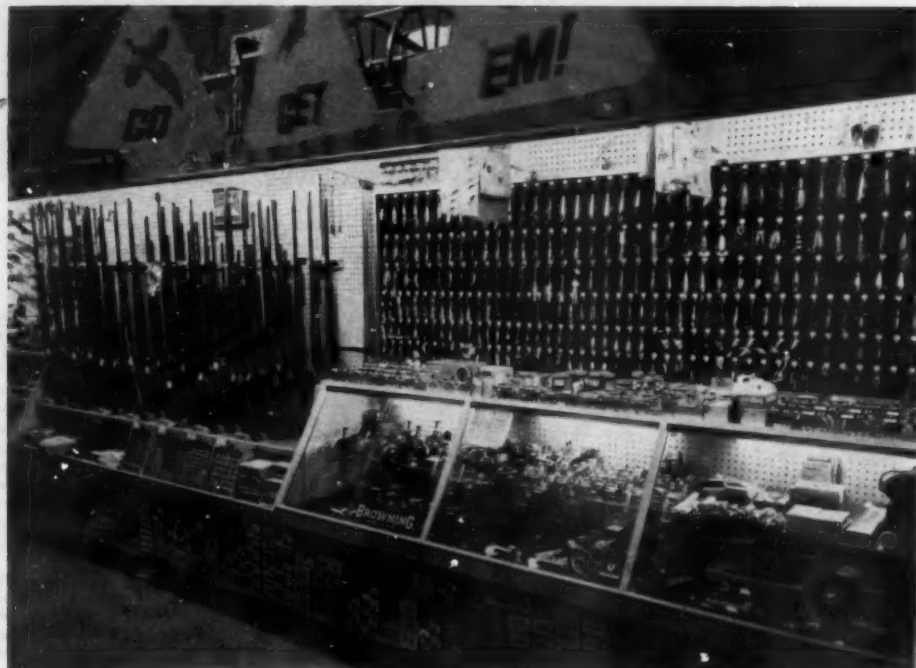


Interior store planning was work of Clarke Siviter Co.'s store engineer, Robert Eld. The special "Better Value" store fixtures installed were designed by Robert Eld some years ago, and only recently have been made available to retail hardware dealers in Florida. Dealers using the free store engineering services of this wholesaler are entitled to purchase the fixtures directly from the manufacturer. Clarke Siviter Co. furnishes the dealer with free fixture installation service and free merchandising assistance. The "Better Value" store fixtures are available in several colors. Shelving is interchangeable.

## Sporting goods given top spot!

**O. W. Jones & Son**  
Hardware Co.  
**Thomaston, Georgia**

OBSERVING ITS Golden Anniversary this year, the company has spent its 50 years in one location. Two years ago, the interior was remodeled and modern fixtures were installed for the first complete overhauling in approximately 20 years.



O. D. Jones, president of the company, states that the company deals heavily in hunting and fishing equipment, housewares, general hardware, and that a gift department occupies roughly a fourth of the main floor. His associate in the management of the store is Harold Lifsey. His son Davis Jones is manager of the sporting goods department, and is responsible for the window displaying guns shown above. A source of encouragement of the emphasis on sporting goods is the territory salesman for Beck & Gregg Hardware Co., wholesalers in Atlanta, Georgia.



**YOURS AT COST**—choose from 2 compact Wood Finishes Centers with built-in sales-boosting Selector Guide of real wood samples that show your customers the exact results they'll get when they use Weldwood Wood Finishes.

## "This 58% profit package is too good to overlook"

... SAYS ARTHUR GODFREY

**NEW WELDWOOD WOOD FINISHES CENTERS—PROMOTED BY WELDWOOD'S "BIGGEST EVER" AD CAMPAIGN—GIVE YOU A \$111.26 PROFIT ON A \$78.86 INVESTMENT IN MERCHANDISE.**

"This is where I'm telling my listeners to look when they need quality wood finishes. These new Wood Finishes Centers (they come in two styles to suit your store's needs) put all the famous, fast-selling Weldwood® Wood Finishes in one handy, self-service location. And don't overlook the wonderful introductory deal the Weldwood folks are offering you—with a full 58% profit!"

Get in on this profit-building deal now. Contact your jobber, Weldwood representative, or write:

## WELDWOOD WOOD FINISHES

DEPT. SH 1-60, UNITED STATES PLYWOOD, 55 WEST 44th ST., N. Y. 36, N. Y.

FIRZITE® • SATINLAC® • SATINLAC LIGHTENER • WOOD PRESERVATIVE • EXTERIOR STAINS • PASTE WAXES

SOUTHERN HARDWARE for January, 1960

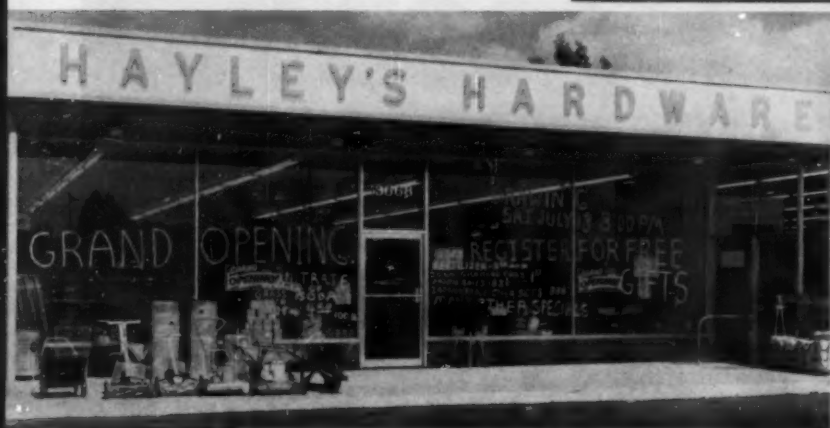
For more information use Handy Return Card, Page 91

79

## Opening order leaves the wholesaler's warehouse — —

### Hayley's Hardware Memphis, Tennessee

LOCATED in a new shopping center in North Memphis, Hayley's Hardware opened its doors to the public about six months ago. In the accompanying photograph, the opening order for the new modernistic store is shown leaving the warehouse of Orgill Brothers & Co., wholesale organization headquartered in Memphis. It required 90-odd floats which are shown on the conveyor system used by the company. There were 3356 items on the opening order which were packed in 902 packages, total weight 23,355 pounds and with only 150 cut outs on the entire order.



As merchandise for the new store arrived from the Orgill warehouse, it was carefully arranged on the well-chosen fixtures. Signs on the glass front announced gifts and specials for the opening.





# If you're in business to make money —make the switch to **LAWN-BOY**

The new LAWN-BOY line is here—and the raves are rolling in! New models. New features. New lower prices across the board! No reason now to count on unbacked, cut-price brands. And no more starvation diet for profit margins! With LAWN-BOY, you sell the best and put a good share of the price in your own pocket! Protected franchise territory, too. LAWN-BOY dealers never sell against themselves! Think it over. Isn't it high time you got the sell-out habit? Go with the hottest franchise in the power-mower market! Go LAWN-BOY in 1960!



## 1. Product

Meet the all-new Grass Catcher. It rakes and sweeps as it mows! Proof that in 1960, as always, LAWN-BOY leads the way in power-mower engineering. The entire product—engine, housing, blade—every part is made by LAWN-BOY for LAWN-BOY only, a division of the world-famous Outboard Marine Corporation.

This is a quality line you'll be proud to sell, to back with your own reputation. Service? Over 3,500 Authorized Service Dealers, all over the U.S.A., stand ready to provide parts and service for each mower sold in your store—this year, last year, next year!

## 2. Profit

LAWN-BOY is the top profit line in the industry! Lower prices across the board give you a real edge in competition—with a fair dollar profit, besides! No off-season doldrums for LAWN-BOY dealers. Impressive line-up of power mowers, tillers, edger-trimmers and snow removers pull prospects and profits all year long! Easier to sell, too. And you can make as much on one LAWN-BOY sale as from three friend-losing, cut-price models.

Your distributor's LAWN-BOY franchise protects you. No over-distribution—and clean, profit-making retail selling!

## 3. Promotion

Year after year, LAWN-BOY national advertising assures you of all-important brand recognition and acceptance. And in 1960, LAWN-BOY launches its biggest promotional push yet, based on the sensational new six-step test for power-mower buyers, to help you sell!

You'll find the kind of complete dealer aid program you've always wanted. Kits, bulletins, point-of-sale materials, even trained LAWN-BOY sales personnel to solve special problems. All this *plus* a comprehensive and liberal co-op advertising plan available through your LAWN-BOY distributor!

Now sell LAWN-BOY all year round! Complete line features mowers, tillers, edger-trimmers, snow removers, on a franchise basis at new competitive prices!

MAIL COUPON TODAY FOR THE STORY ON LAWN-BOY 1960...  
NEW MODELS • NEW SELLING HELPS • NEW PROFITS

# LAWN-BOY

Lamar, Missouri. Division of Outboard Marine Corporation. Makers of  
**Johnson, Evinrude, and Gale** Outboard Motors.  
In Canada: LAWN-BOY, Peterborough, Ontario



LAWN-BOY, Dept. 5H16, Lamar, Missouri  
Division of Outboard Marine Corporation

Please rush full details on the new 1960 LAWN-BOY line,  
and tell me how I can become a LAWN-BOY dealer.

Name

Address

City & Zone  State

# Picture Frames And Art Supplies

**T**HAT PICTURE frames and art supplies can be grouped together in one department to build a surprising amount of store volume is being demonstrated at Centenary Hardware in Shreveport, La.

When picture framing was added to the store's line six years ago, no thought was given to art supplies. Repeated requests from frame customers instigated the addition of sketch pads, brushes, and paints until now the combined

lines occupy 25 percent of the total 14,000 square feet. Recently the two lines, so closely akin, were consolidated into one department of the store and the store owners already foresee the need for additional space.

"We've found that anyone who paints or draws is interested in picture frames and likewise anyone caring enough for good pictures to want them framed properly can easily start painting," stated Martin W. Covington who with



Stairway to the basement department is in front of main entrance.



W. A. Nohse operates Centenary Hardware.

"We started with an investment of about \$3000 in frames and frame material, later we added about \$2000 in art supplies. We didn't have art materials in mind at first but when people asked for them, we couldn't overlook that business.

"That was when we had the two lines upstairs. Last year when we needed more room we moved them both downstairs and put them in a walled off section of the basement."

According to Covington, some store-owners are reluctant to place an important line in the basement,

*(Continued on page 128)*



Activity in the picture frame and art department is humming constantly. Customers select needed supplies. Martin Covington discusses framing, a work which he does himself in a well-equipped shop.

**SUPPLEX**

# Salutes You!

**W**AY BACK IN 1946 we pioneered Plastic Garden Hose.

Through the years your loyal support encouraged us to produce better and better products. Today SUPPLEX Garden Hose and Flexible Sprinklers are as close to perfect as it is humanly possible to make them.

Many thousands of dealers all over the country, just like you, take pride in selling SUPPLEX . . . and profit by it too. You know that SUPPLEX is priced right, packaged to sell, and profitable to push.

We want your continued support. We know that the only way to get it is to continue providing you with saleable and profitable products. *THAT WE WILL DO.* Your Supplex jobber's salesman will present the facts to you.

Many thanks for your confidence in us. We hope we will earn it, always.



**SUPPLEX**

**GARDEN HOSE • SPRINKLERS**

**SUPPLEX COMPANY, Garwood, New Jersey, Division of Amerace Corporation**

# BAG EXTRA PROFITS WITH THIS NEW TORO ROTARY THAT BAGS GRASS!



**Here's another new TORO exclusive** that really packs a sales punch! Now you can profit from the growing trend to riding mowers with the only riding rotary on the market that *bags its clippings*—The Toro Pony 25! This is the feature that made the Whirlwind "Wind Tunnel" rotaries the sales sensation of 1959. Now, for the first time, this bagging feature is built-in a *riding* mower—a rider that retails for \$349.95 complete with bagging attachment, seat-pressure controlled safety shut-off, hill-flattening 4.5 hp 4-cycle engine. Call or write your Toro distributor soon. He'll give you all the facts on this and other Toro riding mowers that give you the *right rider* for every customer's need!

## TORO

TORO MANUFACTURING CORPORATION  
3021 SNELLING AVENUE, MINNEAPOLIS 6, MINNESOTA, U.S.A.





**SPORTSMAN\*** tractor with 32" triple-blade rotary mower—\$449.95 complete. Optional equipment includes 30" reel, two 25" gang reels, 42" snow plow blade, 2x5 dump cart, 30" lawn roller.



**COLT\*** has 6-blade 25" reel for smooth scissor-cut on fine lawn. Gives maximum operator comfort with convenient handle-height adjustment, stable seating design, conveniently located controls.

*\*Registered trademarks of Toro Manufacturing Corp.*

# CATALOGS & BULLETINS

**Available free to readers. Write in the numbers of items wanted on the return post card, page 91**

**287 Fishing Tackle.** A 68 - page trade catalog No. 60 contains 58 new items in addition to the wide variety of fishing tackle regularly listed. New items include lures, larger picnic coolers, round minnow and ice buckets, display racks, and hooks. Weber Tackle Co., Stevens Point, Wis.

**288 Outdoor Clothing and Equipment.** Detailed information and illustrations are contained in a black and white catalog presenting the company's line of footwear, rain apparel, and other outdoor clothing, as well as pup tents, air mattresses, tarpaulins, blankets, etc. Dixie Trading Co., 158 Garnett St., S. W., Atlanta 3, Ga.

**289 Fishing Handbook.** The full color Fishing Handbook is available in quantity. It contains 12 pages of fishing tips from experts for all fishermen and all types of fishing. One section has illustrated instructions on how to use spin casting and spinning equipment properly. Features company's most popular reels. Bronson Reel Co., Bronson, Mich.

**290 Rust Remover.** A catalog sheet describes Magic Rust Buster, a rust remover in stick form which may be used to remove rust and bugs from automobile surfaces. Magic Iron Cement Co., Inc., Cleveland, Ohio.

**291 Racing Karts.** The 16-page brochure answers questions most often asked by dealers who are contemplating the sale of Racing Karts. Simplex Manufacturing Corp., 540 North Carrollton Ave., New Orleans 19, La.

**100 Moisture Absorbent.** A technical bulletin, Form H-I-D, descriptive of Hum-I-Dri moisture absorbent advises that Hum-I-Dri is suitable for many industrial uses, particularly in storage rooms and tool rooms. Recommended for applications in industries where steam and moisture are continuously present. It also permits employment of basement space that is otherwise too damp for efficient operations. Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio.

**103 Woodworkers' Vises.** Bulletin LL-8216 describes the company's line of woodworkers' vises. Contents include specifications and illustrations of 18 individual vises. The Columbian Vise & Manufacturing Co., Cleveland 4, Ohio.

**104 Industrial Hardware and Wire Rope Fittings.** Catalog #59 presents the Diamond Brand line of industrial hardware and wire rope fittings. The color catalog is indexed and contains specifications and illustrations of the items. Edward W. Daniel Co., 4049 St. Clair Ave., Cleveland 3, Ohio.

**105 Gun Equipment.** The "Products for Shooters" catalog aids in the merchandising of metallic sights, scopes, shotgun chokes, and reloading equipment. Contains quick-reference chart on metallic sights combinations; also tables showing steps followed in reloading operations. Lyman Gun Sight Corp., Middlefield, Conn.

**107 Plastic Pipe.** Descriptive sales brochures on different types of plastic pipe are available for dealer's sales people, as well as customer prospects. A four-page brochure contains data on plastic piping for a wide variety of water transmission needs. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

**108 Drapery Hardware.** Catalog No. 107 consists of 52 pages, in four colors, illustrates all the facts and gives complete product description. Stanley-Judd, Dept. P D, Wallingford, Conn.

**109 Fly Lines.** A pocket-size folder includes specification charts showing line diameters and length detail for all standard types of level and tapered fly lines. Primarily for enclosure in each of its individual fly line boxes, reasonable quantities available for in-store use. Sunset Fishing Lines, Petaluma, Calif.

**110 Striking Tools.** Catalog A-5960, 8½" x 11", punched to fit binder, pictures and describes the full line of Kelly axes and adzes, hammers and hatchets, and heavy goods. Information included on basic stock hammer program "5 Is All You Need." True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**111 Store Fixtures.** Drawings and photos of gondolas, wall sections, and fixture accessories with specifications and prices appear in a colorful 17" x 22" brochure printed both sides. M and D Store Fixtures, Inc., 6 North Michigan Ave., Chicago 3, Ill.

**112 Fiber Roof Coating.** A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

**113 Sprayers and Dusters.** Catalog No. 59, in color, presents the company's line of sprayers and dusters for the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as



## Quick delivery from stock



And what a stock! What you see above represents *less than ten per cent* of the standard fasteners—bolts and nuts, rivets, track accessories, and construction materials—which we keep in stock and ready to go. How do you get a shipment under-way? Just call the nearest Bethlehem sales office.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.  
Export Distributor: Bethlehem Steel Export Corporation

# BETHLEHEM STEEL



actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

**114 Masonry Anchors.** Two aluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cut-away line drawings. A detailed specification chart is included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

**117 Masonry Line.** A two-color catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and masonry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Diamond Expansion Bolt Co., Garwood, N. J.

**120 Store Fixtures.** The Challenger line of steel and wood store fixtures is illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. When requested, M & D's professional store planning service is available in all areas, without charge. M & D Store Fixtures, Inc., Chicago 3, Ill.

**121 Garden Chemicals.** "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena, Calif.

**122 Decorative Hardware.** Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

**123 Primer and Sealer.** "Improve Every Painting Operation with X-I-M Flash Bond" is an instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

**125 Jet Pumps.** A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems. A selection chart makes it easy to recommend the proper pump for any

## HELPFUL BOOKLETS FREE!

(Use reply card on page 91)

well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

**128 Project Book.** Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blueprinted thoroughly on a self-contained sheet. Rogers Isinglass & Glue Co., Gloucester, Mass.

**130 Fusible Links.** Folder F-184 illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes. Richards-Wilcox Manufacturing Co., Aurora, Ill.

**131 Hardware Chain.** An illustrated folder describes the complete line of ACCO chains for a multitude of domestic and industrial requirements. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

**133 Display Ideas.** A Rubbermaid display booklet illustrates and describes a variety of display methods for all size stores. Rubbermaid, Inc., Wooster, Ohio.

**134 Chains.** A catalog page-price list features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer costs figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

**135 Chains and Chain Assemblies.** A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for

inside or outside display stating, "We Sell Chain." Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

**136 Water Appliance Promotions.** An 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog tells how and when to use these items most effectively. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

**137 Marine Line.** A full-color catalog presents the complete line of Aqua-Float marine safety products. The catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. A special order blank is available for obtaining these aids. Style-Crafters, Inc., Greenville, S. C.

**139 Sprayers and Dusters.** This catalog covers the company's complete line of hand, continuous, compressed air knap-sack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. D. B. Smith & Co., 428 Main St., Utica, N. Y.

**140 Power Tools.** The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Remington Arms Co., Inc., Bridgeport 2, Conn.

**141 Tools and Machines.** More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Also described are the company's lines of floor and paint conditioning machines. Photos of merchandising aids, and illustrated hints on the use of many of the tools are included. Red Devil Tools, Box 355, Union, N. J.

**142 Steel Sandpaper.** An all-steel sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.

**143 Housewares.** A catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color,



# Shakespeare

## SPINWONDER

NO. 2065 - \$32.50



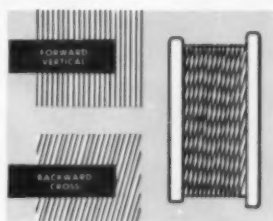
## NEW popular size open-face with super-smooth "VERTI-CROSS" wind



TWO SPOOLS  
(INCLUDING DRAG  
MECHANISM) ARE  
STANDARD EQUIPMENT  
WITH EACH  
SpinWonder Reel

Renowned Shakespeare craftsmanship, widespread consumer acceptance and powerful national advertising make the new SpinWonder the "hot one" for 1960. This new reel incorporates outstanding features of the rugged Sea Wonder, in the size most of your customers want. Corrosion-defying construction, multiple disc clutch (won't freeze or rust out), precision cut gears and bearing anchored gear mechanism assure extra ruggedness, stability and smooth operation.

No. 2065NL Two spools without line .....\$29.95  
No. 2065 with two factory-filled spools:  
One spool (200 yds. 6-lb. monofilament),  
extra spool (225 yds. of 10-lb. monofilament)—all only.....\$32.50



### INGENIOUS VERTI-CROSS LEVEL-WIND

New Shakespeare exclusive variable speed level-wind—slow on forward motion—faster on backward motion, alternates a layer of cross winding with level winding. Result: Line cannot wedge down, eliminates pile-up and flows off smoothly.



### EASY TO GET AT NON-REVERSE

Just a flick of the finger puts crank in non-reverse—conveniently located at bottom of reel, always, easily accessible.

### SEA WONDER REELS FOR



### FACTORY SEALED SPOOLS

Both spools come filled with new Shakespeare monofilament, sealed to insure factory freshness.

### SALT WATER SPINNING



No. 2070  
(Cap. 250-yds. 10 lb.)  
\$37.50



No. 2080  
(Cap. 250 yds. 12 lb.)  
\$39.95



No. 2090  
(Cap. 250 yds. 20 lb.)  
\$45.00

### SHAKESPEARE TUBULAR GLASS WONDERODS



### DOUBLE-BILT with:

1. A reinforcing glass fiber cylindrical wall on the inside and...
2. Thousands of parallel glass fibers on the outside for strength. There's a Shakespeare Wonderrod for every type of fishing. Above, No. P1468 Presidential Spin Wonderod, 6'6" and 7'.....\$29.95

New standard of spinning line excellence

# Shakespeare

super-soft,

uni-strength



**UNMATCHED  
KNOT STRENGTH!**

Truly, the finest spinning line ever manufactured! Extensive Shakespeare tests prove conclusively that new S/P Mono has greater tensile strength for any given diameter and retains much greater knot strength than any other monofilament line tested. Superbly soft, S/P Mono is fabricated exclusively and entirely by Shakespeare with its own facilities which permit far greater quality control. Newly perfected electronic inspection techniques result in almost perfect uniformity. Powerful Shakespeare advertising and testimonials resulting from product performance, will have your customers asking for super-soft uni-strength S/P Mono. Order now, and get your share of new S/P Mono sales!



**No. 6200X** New S/P Mono comes in convenient 6-pak, 100 yds. to spool, sealed in transparent acetate to insure factory fresh delivery to your customers. (Prices below are for 6, 100-yd. connected spools)

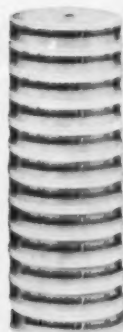


6-lb.	10-lb.	15-lb.	25-lb.
\$9.00	\$10.50	\$12.90	\$18.00

**PRICE-PACKAGED FOR BIG  
VOLUME, EXTRA PROFIT!**

**Factory Fresh Monofilament in 3 Colors  
for Varying Water and Bottom Conditions**

**No. 5900Q** Wexford Monofilament available in 4 to 30-lb. test in blue, green or charcoal to match every stream, lake, river or salt water condition. (1) Uniformly strong throughout and (2) casts smoothly because of its small diameter which resists kinking and stays limp. Competitively priced; for example 100 yds. 8-lb. . . \$ .65



**S/P MONO IN PLASTIC BOX**

**No. 6200** S/P Mono is available two 100-yd. spools connected in handy, plastic utility box. (Price below is per box, two 100-yd. spools connected)



6-lb.	10-lb.	15-lb.	25-lb.
\$3.50	\$4.00	\$4.80	\$6.50



Write now for 1960  
Illustrated price list  
**SHAKESPEARE CO.**  
Kalamazoo, Mich.

Please send me your new 1960 illustrated Price List.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

LITHO IN U.S.A.

# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature and more details on any products or sales aids mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

**Southern Hardware pays the postage!**

JANUARY, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name \_\_\_\_\_ Position \_\_\_\_\_

My Company's Name \_\_\_\_\_

Address (number and street) \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

JANUARY, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

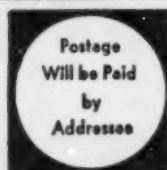
My Name \_\_\_\_\_ Position \_\_\_\_\_

My Company's Name \_\_\_\_\_

Address (number and street) \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**These cards  
can help  
you get  
valuable  
information**



**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 36.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

**806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA**

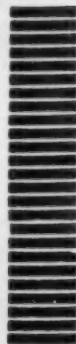


**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 582, SEC. 36.9, P. L. & R., ATLANTA, GA.

**Southern Hardware**

**806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA**





while shorter versions of the catalog which describe Rubbermaid merchandise are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

**145 Tool and Plastic Lines.** This catalog includes illustrations and detailed specifications on the company's tool and plastic lines. Catalog is designated the Mini-Cat No. 10. The Vichet Tool Co., Cleveland 4, Ohio.

**146 Plastic Housewares.** A full-color brochure illustrates how to display, sell, and advertise plastic housewares to obtain greater turnover per year and how to increase the average sale 2½ times by selling matching sets. Gives valuable sales tips developed by hardware dealers throughout the country. The Plast-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif.

**149 Sportsmen's Lights.** Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various cap and hand lamps are illustrated and described in a small catalog of sporting goods items which lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

**150 Time Payment Plan.** A folder is available describing the complete Foley Futuramic line of power mowers featuring the new 32" Quad Cut mower-trimmer and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn.

**151 Pre-Measured Chain.** A catalog page, in color, describes a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by plastic color bands. Hodell Chain Co., Cleveland 3, Ohio.

**152 Storage and Display Equipment.** Folder 320-A describes the time-and-space-saving advantages offered by Revolve Steel Storage and Display Equipment to both owners and customers. A section on drawer inserts, display counters, nail bin counters and other equipment designed to utilize floor space most effectively is included. The Frick-Gallagher Manufacturing Co., Wellston, Ohio.

**154 Bats and Golf Clubs.** Nominal quantities of a full-color catalog which describes the company's line of

## HELPFUL BOOKLETS FREE!

(Use reply card on page 91)

baseball, softball, and Little League bats are offered to dealers. Also available is a two-page catalog showing the company's entire golf club line. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

**155 Hobby Tools.** A catalog is available which illustrates and describes the Grifhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 191 Lyndhurst St., Rochester 5, N. Y.

**157 Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

**158 Nails Data.** A pocket-size handbook containing information and specifications for Stormguard nails is available. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

**159 Measuring Tapes.** A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

**160 Edged Tools.** Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use. Mann Edge Tool Co., Lewistown, Pa.

**161 Industrial Doors.** A 12-page Industrial Door Catalog No. A-410 features technical data and illustrations on the R-W line. Specification and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

**162 Display Attachments.** A color-

ful catalog, 400A, featuring Vizuclicks, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclicks for displaying all types of merchandise on either ¼" or ½" panels. L. A. Darling Co., Bronson, Mich.

**163 Garden Hose.** Catalog sheets give full information on Biltrite and Boston vinyl and rubber Garden Hose, as well as Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

**164 Industrial Knives.** A 52-page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. Hyde Manufacturing Co., Department "H," Southbridge, Mass.

**166 Padlocks, Brass and Bronze Hardware.** Available literature includes: 6-page gate-fold catalog showing complete line; 4-page catalog of carded and blister-packed padlocks, and catalog pages on various products. The Slaymaker Lock Co., Lancaster, Pa.

**168 Drill Attachments.** Two catalogs are offered on the company's hardware line. One is for inclusion in wholesalers' catalogs. The other is an 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamatic; and the Supreme Versamatic. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.

**245 Relief Valves and Wall Hydrants.** A 4-page bulletin, LL-5990, describing water system relief valves lists two models, Nos. 451 and 452, for pressure only protection in cold and hot water lines. For both temperature and pressure relief, it offers Nos. 453, 494, and 495. Bulletin LL-8841 describes the Mansfield line of frostproof wall hydrants. Mansfield Sanitary, Inc., Perrysville, Ohio.

**247 Packaged Fasteners.** The revised Package Stock Guide to Statesville Inventory, SPG-3, outlines the packaged items, sizes, and finishes regularly carried as standard in Statesville's 500,000 gross shelf stock of fasteners. Covers eight pages. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

**248 Pulley Assortments.** Two catalog pages are available on swivel eye and fast eye pulley assortments which illustrate and describe the pulleys in each display box. The red and white display box suggests the vari-

ous usages for the pulleys, and shows the retail selling prices. North & Judd Manufacturing Co., New Britain, Conn.

**249 Plumbing Rack.** An illustrated catalog and price list is offered on the Plumb Shop Merchandiser, a blue and red, all metal display rack that stocks and sells flexible copper tubes, valves, and fittings. Plumb Shop, 1341 Temple, Detroit 1, Mich.

**255 Fastening Devices.** A 6-page folder, Form ASC-559, features detailed information on "Hi-Red" Plastic Expandable Screw Anchors, the "Wally" Plastic Screw Anchor, "Drive-Straps," and other fasteners in the company's lines. Holub Industries, Inc., Sycamore, Ill.

**256 Tank Balls and Floats.** An illustrated brochure lists and describes in detail tank balls and floats in sizes, shapes, weights, and materials for every service application and water condition. The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio.

**257 High Density Plastic Pipe.** A 4-page brochure describes the "Hi-Mol" high-density flexible polyethylene pipe. Carlon Products Corp., Aurora, Ohio.

**258 Rubber Bonded Abrasives.** Rubber bonded abrasives for polishing and finishing are featured in a white and blue folder. Their special function and types of materials on which they are particularly useful, specifications, and prices are given. The Carborundum Co., Niagara Falls, N. Y.

**259 Handsaws.** The proper use and care of handsaws as well as their design and construction, is discussed in the Handsaw Manual. The illustrated pocket size manual also devotes one section to information for the home or professional carpenter. Education Dept., Atkins Saw Division, Borg-Warner Corp., Indianapolis 25, Ind.

**260 Plastic Sewer Pipe.** The advantages of Chem-Weld drainage pipe, its installation and handling are described in detail in an illustrated brochure. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

**261 Home and Agricultural Tools.** Catalog No. S5960 includes information on the company's line of garden, lawn, and farm tools; shears, grass, and weed tools; shovels, spades, and scoops; and repair handles. The 52-page catalog is 8½" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

**262 Water System Products.** A

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general catalog, illustrated and in color, presents data on the company products and services under the following section headings: "Submerga" Pumps, Jet Pumps, Piston Pumps, Centrifugal Pumps, Sump Pumps, Hand and Windmill Pumps, Pump Accessories, Water Conditioners, Engineering Information, and Sales Aids. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

**263 Central Heating and Air Conditioning.** An 8-page, full-color catalog combines gas fired, forced-air furnaces and residential air conditioning into one brochure. Representative models are shown, also detailed cutaway views. Along with complete specifications are illustrations of typical installations of the equipment. Chattanooga Royal Co., Chattanooga 6, Tenn.

**266 Water Well Accessory.** The "Levertrol" self-cleaning foot valve, which features a cord activated lever to flush a clogged valve seat, is described and illustrated in a two-color catalog sheet. Ratterman Manufacturing Co., 3947 Land O'Lakes Dr., N. E., Atlanta 5, Ga.

**269 Caulking Guns.** A 4-page, 2-color catalog covers the company's complete line of caulking guns for professional and home use and its line of interchangeable nozzles. It is illustrated and provides complete details on the capacities, dimensions, and construction of the various models. The Vital Products Manufacturing Co., 7500 Quincy Ave., Cleveland 4, Ohio.

**270 Maple Kitchen Woodenware.** A full-color, 4-page bulletin on Sensenich Northern Hard Maple counter tops, chopping blocks, pastry boards and other kitchen-specialty woodenware is available. Colorfully illustrated, the bulletin includes descriptive data, specifications, and suggested retail prices. Sensenich Corp., Dept. 116, Lancaster, Pa.

**271 Fishing Reels.** Latest engineering advances in Bronson reels are described and illustrated in the 1960 full color catalog. Covers the complete line of spinning, spin casting, bait casting, fly and salt water reels, plus four direct drive reels.

Bronson Reel Co., Bronson, Mich.

**272 Paint Tool Merchandiser.** A catalog insert page, JS-62, describes and illustrates a complete "one stop" painters' tool department featuring vacuum pack carded tools. Red Devil Tools, Union, N. J.

**273 Blocks and Sheaves.** Catalog I contains illustrations and complete specifications, including tonnage capacities and recommended wire rope sizes, for Durolite Blocks and Sheaves. Sauerman Bros., Inc., Dept. SHA, 620 S. 28th Ave., Bellwood, Ill.

**274 Firearms.** A catalog and brochures are available describing the company's line of copies of antique weapons, such as the Frontier Six-shooter revolver and Frontier Derringer. Circulars on special sales of war surplus weapons are also available. Hy Hunter Firearms Manufacturing Co., 3031 West Burbank Blvd., Burbank, Calif.

**275 Company Growth.** "This is Jacobsen" is the title of a full color, 16-page brochure which describes the company's growth in the power mower field. Available to dealers and prospective new dealers. Jacobsen Manufacturing Co., 747 Washington Ave., Racine, Wis.

**276 Plastic Casing.** The advantages of Plastic Casing for water wells are discussed in an available folder. Illustrations show ease of installation. Specifications and other pertinent data given. Southwestern Plastic Pipe Co., Mineral Wells, Texas.

**277 Rotary Tiller.** Four-page catalog describes and pictures all five Pow-R-Boy 66 tillers in the line from 2½ hp to 3½ hp, with complete technical descriptions. Hahn, Inc., Pow-R-Boy Division, Evansville, Ind.

**278 Electric Products.** An 80-page catalog illustrating over 1500 electrical wiring devices, lamps, and specialty products is available. Also features new packaging and merchandise displays. Profusely illustrated with full information, catalog serves as a sales tool as well as a reference book. All products are grouped in categories, cross-indexed. Included are three time-saving indices, Underwriters and CSA listings, and Federal Specifications numbers. Eagle Electric Manufacturing Co., Inc., 23-10 Bridge Plaza South, Long Island City 1, N. Y.

**279 Fishing Tackle.** The 1960 Fishing Tackle Trade Catalog contains 32 pages and is written as a buying guide and sales help. Features True Temper, Ocean City, and Montague tackle. (Continued on page 96)



# PROFIT FROM TOMORROW'S SPRAYERS TODAY

WITH UNIVERSAL . . . THE  
LARGEST SELLING COMPLETE  
LINE OF ADVANCED-DESIGN  
SPRAYERS ON THE MARKET!



Hose-end sprayer with  
finger-tip shut-off  
valve for easy-spray  
control. Shatter-proof  
polyethylene jar.

New! Economy  
model handy-grip  
hose-end sprayer  
with polyethylene  
jar.



Large capacity pump-  
gun sprayers . . .  
available in either  
single or double-action.

Light "Easy-Carry"  
portable sprayers



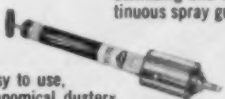
Open or  
funnel-top  
compressed air  
tank models.



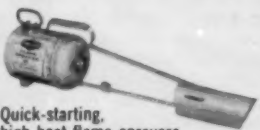
Power sprayer  
for large  
area coverage.



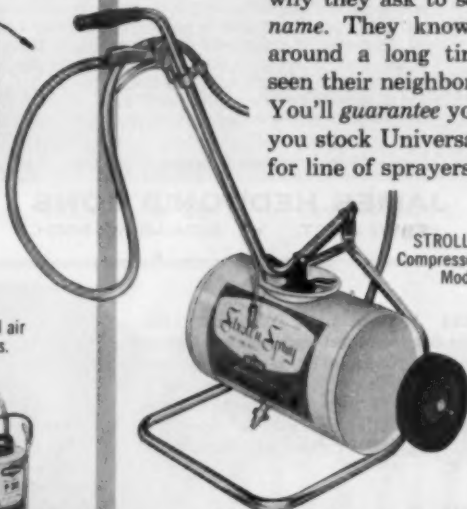
Complete line of  
atomizing and con-  
tinuous spray guns.



Easy to use,  
economical dusters



Quick-starting,  
high-heat flame sprayers.



STROLL 'N SPRAY®  
Compressed Air Sprayer  
Model #1406

## FREE!

A COMPLETE NEW MERCHANDISING  
PROGRAM FOR YOUR ENTIRE LAWN  
AND GARDEN DEPARTMENT . . R.P.R.

R.P.R. means "Recommended for Profes-  
sional Results" — the key to bigger sales  
on every quality product that you feature.  
An R.P.R. Merchandising Kit is furnished  
FREE, exclusively to dealers stocking  
Universal's new STROLL 'N SPRAY.

WRITE TODAY FOR DETAILS!



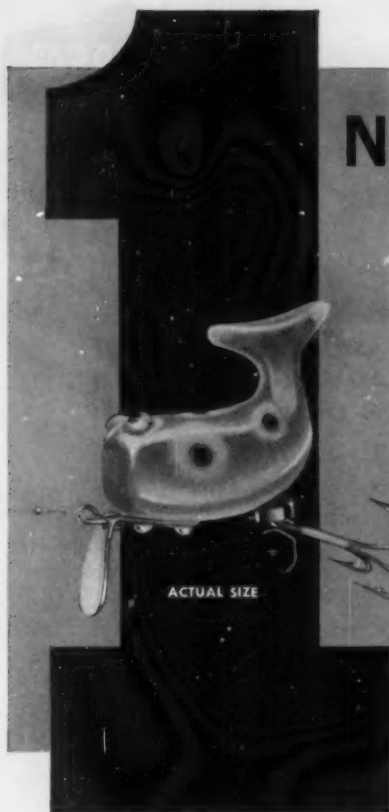
### UNIVERSAL METAL PRODUCTS COMPANY

Division of AIR CONTROL PRODUCTS, Inc.  
Dept. 5560, Saranac, Michigan

CANADIAN WAREHOUSES:

Leigh Metal Products Ltd., 72 York St., London, Ontario • Leigh-Tornel Distributors, Ltd., Archibald St., St. Boniface, Manitoba





## New tail flutter triggers TOP WATER explosions!

the **HI-TAIL**  
*New from Heddon...*

Greatest "surface action" bait in years... tantalizingly terrific Hi-Tail! Field test reports by a panel of Heddon fishing experts, prove this new lure is destined to TOP all surface bait sales in your territory. Neither fishermen or big fish will be able to let it rest when they see its frantic antics, gurgling motion. It does more tricks than a playful porpoise. It's the deadliest topwater fish catcher (and sales getter) you've ever had on the end of your line (and in your line, too!) So... hightail for the all-new Hi-Tail... it's the greatest!

Write for detailed catalog... today!

**JAMES HEDDON'S SONS**  
159 WEST ST. • DOWAGIAC, MICH.



Well illustrated. True Temper Corp., American Tackle Div., 1623 Euclid Ave., Cleveland 15, Ohio.

**280 Ballcocks.** A 4-page, 2-color bulletin illustrates the company's complete line of ballcocks. Form LL-9939. Mansfield Sanitary, Inc., Perrysville, Ohio.

**281 Locks.** Complete cutaway diagrams and technical specifications of all three series are provided in the 1960 catalog. Illustrations are in full color. Challenger Lock Co., 2349 W. La Palma Ave., Anaheim, Calif.

**282 Canteens.** Oasis Canteens are presented in a colorful catalog which gives illustrations, prices, and descriptive facts about the various models. M. E. Shaw & Sons, 2526 Daly St., Los Angeles, Calif.

**283 Private Water Systems.** A dealer promotion piece, "Your Own Private Water System Serves You Best," is available. The colorful, 4-page folder discusses the selection of the proper well site, then lists the most important advantages of the private water system. It will fit into a #10 envelope. The Tait Manufacturing Co., 500 Webster St., Dayton, Ohio.

**284 Fasteners.** A complete reference for threaded and headed fasteners is provided in a catalog now available. The list prices are up to date and reflect the most current changes. Atlas Screw & Specialty Co., Inc., 450 Broome St., New York, N. Y.

**285 Squarespray Sprinklers.** A colorful 4-page brochure describes the line including the Squarespray sprinkler; Waterspike, 2-way sprinkler-irrigator; Waterfeeders, fertilizer applicators; Plant-Chem, balanced plant food; and the Squarespray Lawn Care Kit. Proen Products Co., 9th and Grayson, Berkeley 10, Calif.

**286 Angler's Catalog.** A multi-colored catalog entitled "Techniques and Tackle to Catch Big Fish" is available in quantity for over-the-counter retail pass out. The angler catalog contains 32 pages showing the company's complete line of fishing tackle and offers pointers on casting techniques, tackle assembly, etc. Shakespeare Co., Kalamazoo, Mich.

**292 Store Fixtures.** Fully illustrated merchandised wall fixtures, gondolas, and a nail counter, are presented in a new Add-On folder. Prices included. A feature of the fold-

er is instructions to receive free store planning service. W. C. Heller Co., Montpelier, Ohio.

**293 Feastmaster Barbecues.** A two-color brochure describing the company's complete line of Feastmaster barbecues with retail price and construction details, also a dealer's price list, are available to dealers. Superior Fireplace Co., 601 North Point Rd., Baltimore 6, Md.

**294 Galvanized Ware.** The complete line of hand-dipped and sheet galvanized ware for home, farm, industrial, and institutional use is described in a 12-page bulletin entitled "Wheeling Metal Ware." Wheeling Corrugating Co., Wheeling, W. Va.

**295 Fishing Reels.** Catalog No. 22 covering the Penn line of fishing reels is available. It is profusely illustrated with detailed information given concerning specifications, prices, capacities, etc. A number of pages are devoted to accessories and to lists of reel parts, how to order parts, and to the care of the reel. Other special pages contain service data, helpful tips for the fisherman, and a chart and pictures of world's record catches. Penn Fishing Tackle



Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pa.

**102 Lawn and Weed Mowers.** An 8-page color catalog with descriptions and pictures of its line of 14 models of rotary lawn, weed, and riding mowers in sizes from 20" to 36" plus the care of 4-cycle gasoline engines is offered. Schissel Manufacturing Co., Cherokee, Iowa.

**144 Garden Supplies.** A two-page color brochure illustrates Swan Garden Hose and Sprinkle-Soakers. Also offered is a color catalog page on the all-plastic Grass Stop. Swan Rubber Co., Bucyrus, Ohio.

### Personalized Self-Service

(Continued from page 59)

of seven islands, including a wrapping counter along the center are flanked by 15 sections on each side, with paint and heavy hardware sections in the rear.

Clockwise, along the sides from the front are hand tools, pet supplies, baskets, thermometers and barometers, locks, builders hardware, bolts and screws, clocks,

cabinet hardware, glue, twine, sporting goods, garden tools, brushes, cleaning supplies, picture frames, art supplies, electrical appliances, glasses, Pyrex, gift novelties, bar accessories, pepper mills, milk glass, china, crystal, and plaques.

Each placement has been studied, and all together make easy the finding of a specific item. At the same time the layout fairly shouts an invitation to see it all.

Huggins has made no survey to prove it, but he is convinced that a majority of his customers buy more than they intended when they came, and their afterthought purchases equal or surpass their planned ones.

Adding to the pleasantness and convenience of the store are a bright floor of vinyl plastic tile and more than 100 ash trays in permanent holders along the aisles. These are an automatic suggestion to keep the store clean.

Huggins designed the fixtures himself. They consist of peg board panels along the walls in front of shelving for back-up stock. The panels move on overhead barn door tracks, opening and closing to get to the items displayed. All

merchandise can be handled or viewed closely. Prices are marked plainly on each item.

A pencil and small paper bags are handy at displays of small items such as bolts and screws. Unobtrusive signs invite customers to "Please serve yourself. Use these bags for small items. Count the items. Write total on the bag." In the same way, customers are invited to weigh their own small purchases of nails.

"I don't mind if they do take a few extra screws or nails," Huggins said. "It's still cheaper than a clerk's time. But I don't think they take very many. I believe they get a real inner satisfaction from being trusted."

The selection of the store inventory is impressive. For example, pet supplies and art supplies are not usually found in a hardware line, but here both sections are complete, and illustrate Huggins' advice to know your community and what it wants.

"Remember, this is a college town with many apartment dwellers," he explained. "Many of them have pets, many are interested in art. When I got this store back in 1944, I inherited a stock of horse



Miniature fishing miracle...

# ULTRA SONIC

## this baby talks to fish!

*New from Heddon...*

Here's the newest, tiniest, and mightiest sales-getting member of the famous SONIC family... the Ultra Sonic! Like the famed Pied Piper, Ultra Sonic attracts fish (and fishermen) with its high-frequency built-in sound. Let the tiny 1/2 ounce Ultra Sonic SOUND OFF in a big way for you in ULTRA selling impact. Power up sales with this miniature fishing miracle... it will perform sales miracles for you. Ideal for ultra-light bait casting, spin-casting or spinning. Now is the time to stock up on the little lure with the big sales appeal... fishermen will ask for it!

Write for detailed catalog... today!

**JAMES HEDDON'S SONS**  
151 WEST ST. • DOWAGIAC, MICH.

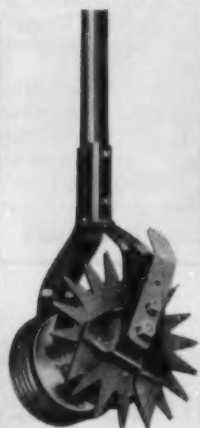


**Q: what's better than 50% markup?**  
**A: 66 $\frac{2}{3}$ % ...**

**SELL and PROFIT with the AMES LINE,**  
 even more complete now with the newly  
 market proven ...

# Ames ROTO-EDGER®

ROTARY LAWN SHEARS



No. 30 DELUXE



No. 20 UNIVERSAL



No. 10 STANDARD

for your customers . . . . .

**QUICK, CLEAN, EASY TO OPERATE**

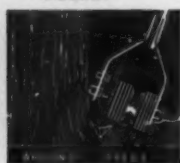
and for you . . . . .

**QUICK, CLEAN, EASY TO SELL**

**66 $\frac{2}{3}$ % markup - full 40% profit**

IT'S PRESOLD . . . POWERFULLY SO . . . IN

- Better Homes & Gardens
- House & Garden
- Living
- Popular Gardening
- House Beautiful
- Sunset



**WHY NOT STOCK THE COMPLETE AMES LINE?**

Shovels, Garden tools, Snow tools, Post hole diggers and handles



**O. AMES CO.**

PARKERSBURG  
 WEST VIRGINIA

**FINER PRODUCTS THRU HIGHER STANDARDS**

Ames also manufactures the famous lines of Ames Aire  
 Casual Furniture and Ames Maid Metal Household Furniture



collars and an anvil, both good items, mind you, but not here. By the same token, a rural farm community would not want Cat Com-fort or art supplies."

As Huggins, a former clothing salesman, Rotary district governor, and widely known convention speaker, personalizes his inventory, he also personalizes his advertising on which he spends two percent of gross sales. He uses newspaper ads and direct mail.

Newspaper space serves for his seasonal promotions, for flower bulbs in October, rose plants in February, school opening in September, Mothers' Day and Fathers' Day. In each ad he pictures his customers, usually a couple inspecting or with the merchandise advertised with copy along this line: "Huggins Hardware salutes Mr. and Mrs. Blank, who find just what they want in (name of merchandise) at our convenient self-service store where we carry more than 10,000 items."

Customers are selected for the ads for their high community standing and invariably feel flattered, Huggins said. Their personalities assure a high readership and favorable impression.

For his direct mailings, Huggins' secretary keeps a card file of customers' birthdays. At the appropriate time each receives a "birthday blotter," saying on the front, "Wishing You a Happy Birthday," and with space for an actual handwritten personal message from "Vic." A mail folder describing "a self-service store of exciting, unusual and useful gifts" as well as its hardware stock is sent to all new residents. It also has space on the front for a personal handwritten message.

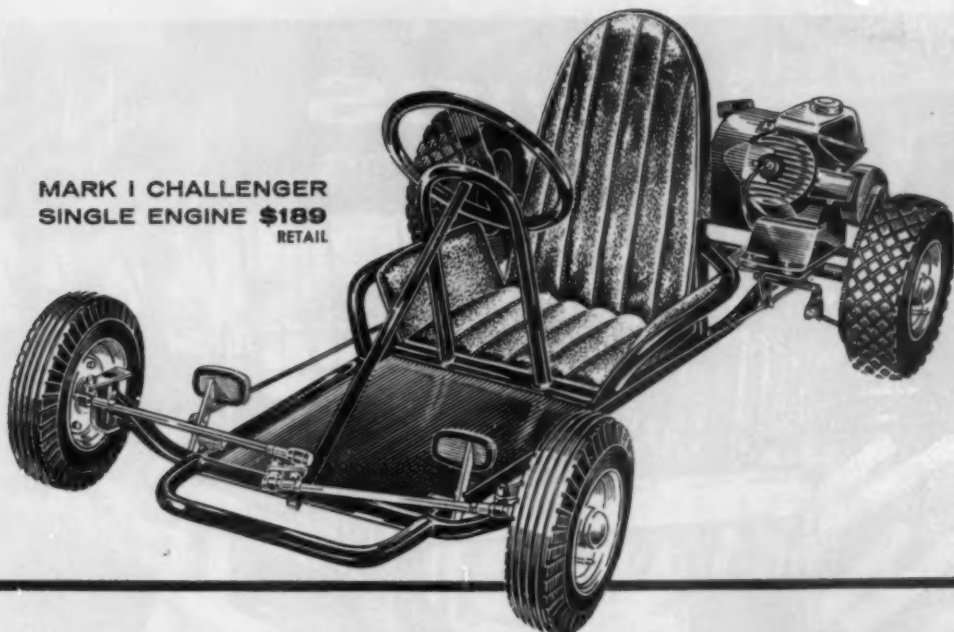
A personally signed letter goes out to mothers of newly born babies. Besides congratulations, it bears an invitation to call at the store for a personalized baby spoon, prepared with the child's initials and date of birth.

"The spoons cost 60 cents," Huggins explained, "and it is money well spent. The advertising is direct, effective, measurable and appreciated, a real builder of good will."

Just before or upon entering college, each freshman at the University of North Carolina also receives a personally signed letter from "Vic," with a gift certificate of no stated value, inviting a visit to the store. The gift can be anything appropriate and handy.

Thus, it is obvious that Huggins

MARK I CHALLENGER  
SINGLE ENGINE \$189  
RETAIL



## You can make a lot of money selling **SIMPLEX** . . . America's Finest Racing Kart

Here's  
Why:

- Simplex Karts have and will consistently outsell any and all other Karts on the market because the quality is obvious and the combination of standard features are unmatched by anyone.
- Our dealer discount is among the highest, if not the highest, in the industry. When you consider that we pay the freight and charge nothing extra for crating as some do, our dealer profit structure is perhaps the highest in the industry.
- We have a complete dealer help program.
- With the largest production capacity in the industry Simplex can deliver all the Karts and Parts you will sell.

Send for our complete Dealer Brochure with the answers to all of the questions most often asked by prospective Kart dealers.



MARK II CHALLENGER  
DUAL ENGINE \$269  
RETAIL

### SIMPLEX MANUFACTURING CORPORATION

540 North Carrollton Avenue, Department SH, New Orleans 19, Louisiana





*Home and Housewares Center*

# WISS

## Garden Shears

No. 5600-G Grass  
Shears, \$3.25

No. 224-T Lopping  
Shears, \$6.95

# WISS... Biggest name in

*Sold only through the best wholesalers in the business*

**J. WISS & SONS CO., NEWARK 7, N. J.**

World's Largest Manufacturer of Shears, Scissors, Pinking Shears, Skalloping Shears, Metal Cutting Snips and Garden Shears



# The best sellers in all categories . . . HEDGE, GRASS and PRUNING SHEARS ...come from Wiss!

When you stock the complete Wiss line you've got the best selling garden tools on the market. There's no problem with lagging stock . . . no lost display or storage space. It pays to stock the Wiss line.

You're ahead in sales from the beginning with Wiss because more people know and *ask* for Wiss

. . . more people *buy* Wiss than any other brand.

Our national advertising will feature the Wiss Pruning Guide and suggest customers call on their local dealers for it. Be ready with yours. For your supply of Wiss Pruning Guides, just fill out and mail the coupon below.

## Here are 9 better ways Wiss helps you sell more garden tools . . . easier!

- 1 Wiss has the best sellers in all categories...hedge, grass and pruning shears.
- 2 A complete line to meet all customer demands.
- 3 A wide choice of attractive, compact displays to meet your specific needs.
- 4 Competitive pricing . . . top quality.
- 5 Full advertising support, plus publicity and promotion.
- 6 Best known name in the business . . . accepted as the quality line.
- 7 Sold to the trade only through distributors.
- 8 The complete line is pre-tested to insure you against customer returns.
- 9 Wiss gives you quality selling features.



No. 8-A Hedge Shears, \$4.95



No. 8 1/2-E Hedge Shears, \$5.95



No. 907-G Pruning Shears, \$3.25



No. 701 Grass Shears, \$2.75



No. 607-R Pruning Shears, \$2.75

## the business!

J. WISS & SONS CO., Dept. SH-1

33 Littleton Ave., Newark 7, N. J.

FREE . . . 50 Wiss Pruning Guides! ☐ I have bought or plan to buy Wiss tools! Send \_\_\_\_ additional copies at \$2 per 100: Retail value 10¢ each.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Wholesaler \_\_\_\_\_

# Prefer **HEX HEADS** or **SQUARE HEADS?**



*can supply either!*

... and we'll be more than pleased to fill your needs.

The choice between hex head and square head bolts, we feel, is up to the customer. What he wants, we'll supply.

That's why CLARK... a tested and proven producer of carriage and machine bolts for over a hundred years... supplies both hex and square heads.

They are available in a full range of sizes... with or without nuts... in bulk or Clark's superior packaging.

Write today for complete information and prices.

REQUEST FREE CATALOG covering the complete CLARK line of industrial fasteners.

## CLARK BROS. BOLT CO.

MILLDALE • CONNECTICUT

goes far beyond self-service in his self-service store, and uses a hard sell on personality. His results are obvious, too.

Huggins Hardware has the largest store traffic of any independent business in its trade territory.

### Suburban Trend

(Continued from page 63)

wholesaler cooperate. Most of Fay Builders Supply's advertising goes into monthly stuffers mailed to the store's 1,500 regular accounts.

The store's success with garden and lawn items looms even larger in the light of strong competition from a nearby large department store.

Some of this department store competition is countered effectively by Fay's policy of selling nothing that isn't assembled before leaving the store. The department store sells some items that the customer has to assemble himself.

"For example, we assemble, check out, oil and gas all power mowers before we deliver them," Lowrie explains. "We also tell the buyer how to properly operate the mower. This is important in cutting down complaints that otherwise come from a new owner operating a mower without knowing the proper care of the machine. There also is an important safety aspect. Customers should be fully instructed on dangers of careless operation of power mowers."

Fay Builders Supply doesn't service mowers. It handles only recognized brand lines and depends upon factory warranty stations to do servicing whenever it is needed. The store sells both electric- and gasoline-powered mowers, in a variety of sizes.

It offers three credit arrangements for customers. There is the regular 30-day account, a 90-day account for large orders running \$100 or more, and a revolving charge account. The revolving account carries an interest charge.

This past year saw the store enjoy a particularly good spring sale of garden hose. Because of unusual drouth conditions, the store sold more hose during the spring than it had sold the three previous years combined. It kept a large stock prominently displayed up front and customers knew the store had what they wanted.

Sprinklers also were fast-selling

**ONLY  
CRESCENT OFFERS  
THIS COMPLETE  
LINE!**



## NONE BETTER ANYWHERE!

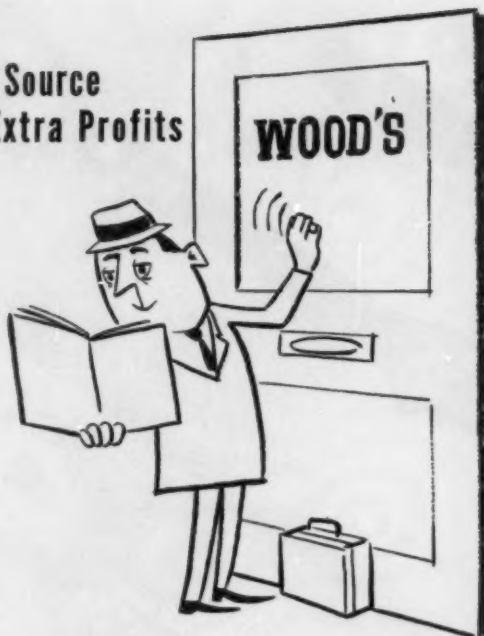
CRESCENT and CRESTOLOY Wrenches are made by the originators of the  $22\frac{1}{2}^\circ$  adjustable wrench. They have been widely copied but never equalled for design, balance, quality and all-around performance. The buyer who wants top value in tools insists on CRESCENT.

Bolster your hand tool sales by stocking and displaying the complete CRESCENT line.



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by  
**CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

## Sure Source for Extra Profits



When you stock WOOD'S fine seeds you're sure of more store traffic, more repeat customers, more profits! T. W. Wood & Sons have been selling the South's finest seeds for more than eighty years. Seeds developed for Southern soils and climate . . . favored by Southern farmers and gardeners. Get set for better business with WOOD'S!

### A full line of FINE SEEDS FOR THE SOUTH

#### PRE-PACKAGED VEGETABLE SEEDS

Write for full information on Wood's pre-packaged vegetable seeds in both ½ and 1 lb. polyethylene bags.

#### WOOD'S SEED RACKS

Get complete details on Wood's consignment racks. Invest nothing! Make 40% commission. Your choice of three assortments.

#### ALSO COMPLETE LINE OF:

- Open Pollinated Corn
- Wild Bird Scatter Food
- Ensilage Corn
- Parakeet Food
- Wood's Hybrid Corn
- Soybeans
- Popular Certified Hybrids
- Edible Cow Peas
- Lawn Grasses and Fertilizers

Write for Wholesale Price List



**T. W. WOOD & SONS**  
RICHMOND, VIRGINIA SEEDSMEN SINCE 1876

P. O. Box 6-0

Phone MI 3-2138

**GENSCO**  
BUSHMAN

**BOW  
SAWS  
GIVE  
YOU  
PROFABILITY\***

Adjustable  
Tension Stud  
No pins to lose.

Gensco Bushman bow saws are the fast, easy cutting saws with genuine Swedish steel blades that everyone wants. Home owners, farmers, campers use these famous saws for cutting firewood, pulpwood, fenceposts, pruning and general work.

The Gensco line sells faster and offers you more profit potential. And it has more exclusive patented features, too. Series 300 has an exclusive adjustable one-piece tension stud that simplifies blade changing, eliminates loss of pins, and maintains constant blade tension.

Order your supply of Gensco Bushman bow saws from your jobber today.

Other Products include: Swedish Wood Chisels, a Full line of Builders' and Shelf Hardware, Stove Bolts and Wood Screws.

\* Profability—that quality in Gensco Tools that makes them sell easily, satisfy customers, maintain a full profit margin.

**GENSCO TOOLS**  
Division of General Steel Warehouse

1806 N. Kostner Avenue • Chicago 39, Illinois



items, as were insecticides and grass seed. In fact, grass seed sold better than ever before.

With many new homes to draw from, the store puts strong emphasis on its lawn care items. Every new home-owner seems to be a red-hot lawn customer prospect. Fay is one of four Memphis hardware stores selected as a franchised dealer for what is considered by many to be the nation's best known line of grass seed and lawn fertilizers. This is a line that, to a great degree, sells itself. It is a prestige line that impresses customers.

Customers moving from an apartment into a new home are top prospects for lawn care items and the store makes a special appeal to these customers moving into its area.

Lowrie gives this example of the buying habits and desires of such customers:

"A customer who recently moved into our neighborhood and bought a house after having lived in an apartment with no lawn care involved, came into our store last spring and inquired, 'What do I need in order to take care of my new lawn? I'm just starting this lawn—starting from scratch. I don't have a thing.'"

"We talked it over with him and he bought a power mower, 300 feet of hose, three sprinklers, a lawn sprinkler and some other items. The sale came to around \$150."

Lowrie has found that mass displays are especially effective, and believes related items when closely grouped enable the store to take fullest advantage of promotion possibilities.

One of the store's display tables features sprayers, insecticides, fertilizers, peat moss, plant stakes and grass seed. Another has a concentration of such items as mowers, edgers, sprinklers, shears, carts, folding fence and lawn metal edges.

The store stocks a full line of flower and vegetable seeds.

With the trend toward more leisure time, many customers are good prospects for barbecue grills and other outdoor cooking items, and the Fay store enjoys a nice volume. It keeps a mass display prominently centered in the store throughout the outdoor season. Barbecue grills also tie in nicely with lawn furniture sold by the store.

Some highly successful hard-

## the world's finest WOVEN WIRE PRODUCTS are identified by this seal...

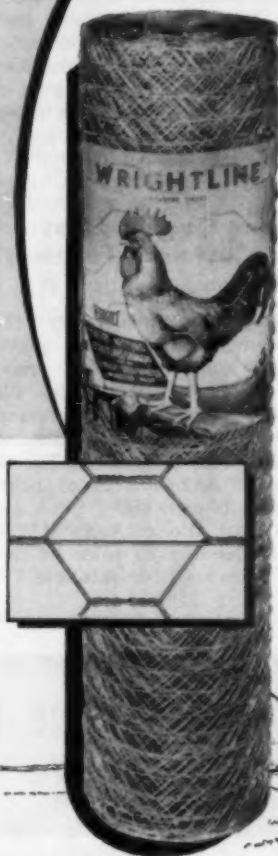
To thousands of retailers—and wholesalers, too—the WRIGHT Diamond Trade Mark is the acknowledged symbol for the very finest in woven wire products. They know, from long experience, that wire products bearing this identifying mark are easy to sell to their most quality-conscious customers... are profitable because they are competitively priced... give long-lasting consumer satisfaction.

# WRIGHT

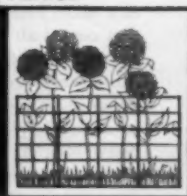
### WRIGHTLINE REVERSE TWIST NETTING

Easily identified by the famous ROOSTER trade mark, Wrightline Reverse Twist Netting with reinforcing line wires (see insert, left) unrolls perfectly straight and flat—and stays that way! It's easier to use—has no sags or bulges. Furnished galvanized either before or after weaving.

HEAVY NETTING  
ALSO AVAILABLE

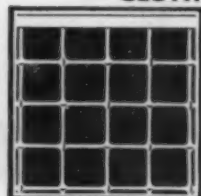


### Galvanized FLOWER FENCE



Modern WRIGHT Flower Fence, with wide "see through" openings, easily adjusts to up-and-down hill garden shapes. Can be used, also, for shrub supports, arbors, and trellises—easy to install and remove. Comes with eye-appealing "self seller" labels in 50' rolls, 19" high with 4" built-in stakes. Welded construction.

### Weldedge HARDWARE CLOTH



Wright Weldedge Hardware Cloth is precision woven by a new process, with flat wire selvages tightly welded to each filler wire, giving added strength, rigidity and uniformity of mesh. It is made in a full range of sizes, heavily galvanized after weaving. Conventional loop selvage is also available in all sizes.



## G. F. WRIGHT STEEL & WIRE CO.

WORCESTER 3, MASSACHUSETTS

Your most dependable source of supply for

Industrial Wire Cloth • Woven Wire Lath • Hardware Cloth • Welded Wire Fabric  
Wire Strand • Gutter Guard • Packaged Galvanized Wire  
Flower Fence • Insect Screening • Hexagonal Netting

ware stores work closely with women's garden and beautification clubs, with a natural sales effect upon garden supplies. Fay Builders Supply is giving this possibility serious thought and may branch out in this direction.

Store officials are convinced that the future for garden and lawn tools and supplies was never brighter. The transforming of a small department into a highly successful major one, such as Fay Builders Supply has done in a relatively short period, is the best possible evidence.

Now's the time to do the spade-work!

## They Sell More Than the Mower

(Continued from page 63)

where they are reconditioned, painted and placed on the floor for resale. The very old units are torn down, the motors salvaged and repaired and are sold, to a large extent, to boys who buy them for their various shop projects. By making a few initial sales to boys of the area, the company established itself as a re-

liable source to buy cheap motors, and the news got around.

The mowers that are too old to be reconditioned and sold by the store and which either are too good to be torn down and the motor salvaged, or the motor is worn out, go to one man who comes around about once a week, checks the mowers which have been set aside for him and makes an offer for the lot. Thus the company is able to keep its stock cleared of all used mowers except those which are prepared for resale.

## Handling Quality Lines Keeps Customer Foremost

(Continued from page 69)

selling point. Since very few home-owners who buy power mowers know anything about small gasoline engines, they like to know that the dealer is standing behind them with adequate service in case of trouble. The repair shop is not a large profit maker in its own right, Schneider admits, but the contacts it provides in leading to sales of new power mowers is invaluable.

The store offers complete lines in all garden and lawn equipment supplies from insecticides, weed killers and fertilizer, to garden and hand tools on up to numerous types of power mowers including riding mowers. A customer can thus be completely supplied with anything he may need for garden and lawn care.

Special prices on some items are offered at times to attract customers and sell them. Biggest success has been in fertilizer sales which the store offers at a special price. The cost to the customer for an 80 pound bag of fertilizer is the same as they can find at the supermarkets and other cut-rate stores. One difference is that Harry's Hardware goes them one better. They offer free delivery service.

This has led to fertilizer sales that is probably unequaled by any other store, hardware or otherwise, in Dallas. Schneider estimates that at this time he is probably the largest fertilizer dealer in the city. Last year, the store recorded sales of more than 160 tons of fertilizer! They averaged a freight car load every two weeks, and expect sales this year

# LOOK!

## Offer all 3 — Price, Features, Quality

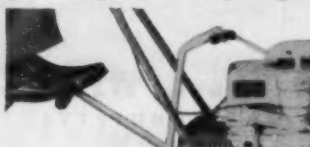
## ... with Mow-Master Mowers

### 5 FEATURE-PACKED MODELS DESIGNED FOR FAST TURNOVER



#### SAFETY ACCESSORY-A SALES MAGNET

Mow-Master optional Safety Step-Starting is a unique sales extra priced to give you a long margin.



Unique new sales appeal in a short inventory line that covers all your market needs—that's the new Mow-Master line for '60. From promotion models to deluxe self-propelled, Mow-Master gives you more saleable features. For example, promotional model 620 delivers far more features for its new low price . . . full 22" cutting width . . . low-tone muffler . . . 2½ hp., 4 cycle Briggs & Stratton engine . . . 4-position controls on handle . . . Polyphite lifetime self-lubricating bearings. You'll sell faster in '60 with Mow-Master.

### LOOK DELUXE QUALITY!

Mow-Master DELUXE MOWERS in 19" and 22" widths, for customers who want the best . . . automatic impulse starting . . . low-tone muffler . . . hi-power Briggs & Stratton engine, speed-set height adjustment . . . 4-position finger-tip controls.

Mow-Master PROMOTIONAL MOWERS in 19" and 22" widths are priced for mass-market, high-volume selling. Budget priced, they still have the features your customers want.

Mow-Master SELF-PROPELLED MOWERS have deluxe features, impulse starting, plus a positive pressure-action drive.



# Propulsion

ENGINE CORPORATION

511 Marion Ave.,

South Milwaukee, Wisconsin



to be even larger.

This has brought an untold number of new customers to the store as they hear from others the price and service given on fertilizer and other lawn equipment. It conditions customers to think of the store automatically when they are in the market for equipment.

The store plays up the seasonal merchandise by giving it a prominent display area and using window signs and streamers to call attention to special events and anniversary sales. One large front window is used to display the seasonal merchandise. Two counters near the front of the store are also used for this purpose with smaller items.

The new store itself is designed for customer appeal. Schneider had a number of ideas that he wanted to put into practice in the new store, and so did the designing of the store's display area himself. The displays are set up so that they provide a fitting background for the products and at the same time provide a pleasant atmosphere for the customer.

Around the walls of the store are pastel colored peg boards with

merchandise mounted on them. Various products are departmentalized so that customers know quickly where to look for the items they want. The lawn equipment department for instance, takes up one corner of the store. In the area, the customer can find sprinklers, hand and garden tools, weed killers, insecticides and mounted on the wall nearby, larger hand tools such as rakes, shovels, edgers and trimmers, pruning shears or anything that may be needed.

Schneider follows the same theory on these lawn equipment products as on the larger merchandise such as power mowers. He offers only quality lines to the customers. He knows that the customer is going to be much more satisfied in the long run with quality merchandise whether it be a small garden tool or a new power mower.

"After all," he says, "it's been our experience with price mowers that there are fewer safety features, they are not well made and the manufacturer does not advertise his product. This means it costs us more to uphold our personal guarantee of good serv-

ice, and that more maintenance is necessary. It also means that we must do the advertising and educate the customer to an unknown product, whereas we have help in selling the customer with the quality line manufacturer. One of the most important things we can do is give the customer the benefit of our experience and this means stocking and selling quality lines."

When asked if he had a business philosophy that sums up his selling theory, Schneider had an answer in a second.

"Yes," he replied. "Many years ago when I first went into the hardware business for myself, a friend of mine who had been with the hardware firm I had worked for told me this: 'Price is soon forgotten. But quality remains.' 'I suppose you could say that has been our business philosophy.'"

### Garden Supplies Jump Volume 100 Percent

(Continued from page 71)

may ask for an item he has seen advertised, but Cohen presents two or three items in the same category in a wider price range.

# LOOK!

## profit from the trend to riders

## ... with **Mow-MASTER** the profit line

### *Climb on the riding mower bandwagon*



#### **Fairlawn 550** 26" Deluxe Rider

Climb on the new profit bandwagon with the riding mower for customers who demand the best. Automotive styling, steering and differential ... 4½ hp, 4-cycle Lauson engine ... safety-type, variable speed clutch ... speeds up to 3¼ mph ... lever controlled cutting height.

Automatic Impulse Starter optional extra on 24" riding mower models.



#### **Fairlawn 530** 24" Deluxe Rider

Climb on the new sales bandwagon with the rider built with solid quality. Fairlawn 530 has automotive differential, transmission steering and styling ... speeds up to 3.6 mph ... 3½ hp, 4-cycle Lauson engine ... blade lock out clutch ... variable cutting heights.



#### **Mow-Master 510** 24" Rider

Climb on the new riding mower bandwagon with the mower that is designed to capture the low-price market. It has automotive steering ... transmission ... safety clutch.

## **propulsion**

ENGINE CORPORATION

511 Marion Ave.,

South Milwaukee, Wisconsin





Inevitably the question is always asked, "What's the difference?" Then Cohen explains quality against an item that is inferior.

"If you are looking for long-range results, if you are building toward a good garden and not just immediate results, this quality item is the one to take," he advises; and this is the way he combats the competition of the chain drug and food stores where price is the main consideration.

In complete lines Belle View Hardware gives wide selection in quality but also two or three specialty items in each category.

For example, 20 different kinds of fertilizer are carried, two lines of grass seed with several specialty items in grass seed, two complete lines of insecticides, also with several specialty items, etc.

The store rents lawn rollers and aerators and lends spreaders free of charge when fertilizer is purchased. Carrying only one brand of power mower and the complete line manufactured by this factory, Belle View Hardware sends all mower repair and sharpening jobs to the factory-franchised distributor's shop. Some minor repairs are handled

by the store.

Viewing the complete sales picture of the previous season from his invoices, Cohen gauges his stock at the opening of the season by ordering 75% of last year's total on such items as insecticides.

Belle View Hardware centralizes its garden supply department in one area of the store, giving it 2,000 sq. ft. accessible from the main store and from a rear parking lot. However, outside the front of the store sidewalk displays announce (in growing plants and mowers and in window displays) that inside are garden supplies in abundance.

In the open area of 3,000 sq. ft. at the rear of the store, the dealer keeps fence wire, trellises, plant stock, shrubs, trees, bird baths, jardineres, galvanized ware and a platform to hold 300 bales of peat moss. In the store itself, two spot displays of seeds arranged in racks, and a wall display of garden handtools catch the eye to inform a customer that he is heading for the garden shop.

"A good garden supply department brings traffic from February through late October's fall planting. Every department in the store responds appreciatively with gains from garden supply traffic," Cohen said.

## Popularity Hint...



## Make Friends by Recommending *Gold Medal* SEINE TWINE

Dealer after dealer has built up friendships, patronage and profits by doing it. For the Gold Medal

Seine Twines are the favorites of fishermen everywhere. They are the greater value products of America's largest and most experienced manufacturer of fish netting and seine twines.



- GOLD MEDAL COTTON SEINE TWINE...for generations the most popular!
- GOLD MEDAL CONTINUOUS FILAMENT NYLON SEINE TWINE...the finest Nylon twine!
- AND NOW NYAK SEINE TWINE...gives the chief advantages of Nylon at a saving!

ORDER FROM YOUR JOBBER

**THE LINEN THREAD CO., INC.**  
**BLUE MOUNTAIN, ALABAMA**  
Makers of Quality Twine Since 1784



## To Sell Patio Furniture Use a Patio Display

(Continued from page 72)

tected by link fence and lock.

The enclosure has also attracted a number of people into the store who were interested in how it was built—they wanted similar enclosures for areas at their homes.

Mrs. Davis says the enclosure lends itself to easy installation of sliding glass panels for winter display use, and the company is now considering this.

The new outside display has brought more sales for David M. Davis Hardware, along with other benefits which have made for a more profitable and efficient store operation.

## Rentals Are Selling His Mowers

(Continued from page 75)

pushed my luck too far." But then he checked the gas tank and found





# TV MAKES MELNOR NO.1



# ON THE GARDEN SCENE!



TV has made Melnor a household word among homeowners! And this year Melnor is back in TV bigger than ever... more time, more markets, more customers for you.

Two new sprinklers to widen your garden market! The new Pulsator throws a powerful spray a long way, to cover circles up to 90 feet in diameter or wedges of any size you dial. The economical new Square is the ideal sprinkler for the smaller rectangular lawn. These are new members of the Melnor family, joining the successful revolving sprinkler line and the famous Melnor Swingin' Spray Wave Sprinklers. All this, plus the bigger-than-ever Melnor accessory line in the "See 'n Sell" skin-pack display cards.

## WHAT'S STILL MISSING?



*Nothing! Because on the back of this foldout you'll find Melnor's best-ever Early Bird Free Goods Promotions!*

AMERICA'S  
GREATEST  
LAWN  
SPECTACULAR  
UN-  
FOLDS  
!

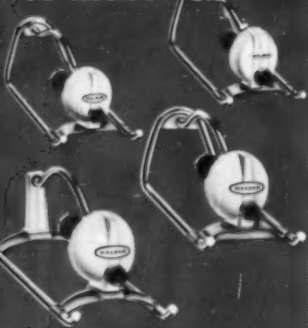




FREE BONUS SPRINKLERS IN OUR

# TWO "EARLY BIRD" SPECIALS

Buy an assortment of these:



Get these free!



No. 77 Assortment of Wave Sprinklers with Free Bonus of Four Revolving Sprinklers!

- (2) #525 SWINGIN' SPRAYS @ 5.95 each 11.90
- (3) #550 SWINGIN' SPRAYS @ 7.95 each 23.85
- (3) #700 SWINGIN' SPRAYS @ 9.95 each 29.85
- (2) #1000 SWINGIN' SPRAYS @ 12.95 each 25.90

## FREE BONUS

- (1) #650 SQUARE SPRINKLER @ 2.49 each 2.49
- (1) #800 REVOLVING SPRINKLER @ 1.95 ea. 1.95
- (1) #860 REVOLVING SPRINKLER @ 3.49 ea. 3.49
- (1) #910 REVOLVING SPRINKLER @ 5.95 ea. 5.95

TOTAL RETAIL VALUE: 105.38 DEALER COST: 54.90

DEALER PROFIT: 50.48

**48% DEALER PROFIT!**

Buy these...



Get this free!

No. 88 Assortment of Revolving Sprinklers with Free Bonus of New Square Sprinkler!

- (1) #650 SQUARE SPRINKLER @ 2.49 ea. . . 2.49
- (2) #800 REVOLVING SPRINKLERS @ 1.95 ea. 3.90
- (2) #860 REVOLVING SPRINKLERS @ 3.49 ea. 6.98
- (1) #910 REVOLVING SPRINKLER @ 5.95 ea. 5.95

## FREE BONUS

- (1) #650 SQUARE SPRINKLER @ 2.49 ea. . . 2.49

TOTAL RETAIL VALUE: 21.81 DEALER COST: 11.59

DEALER PROFIT: 10.22

**47% DEALER PROFIT!**

TWO FREE BONUS ASSORTMENTS OF

# SEE 'N SELL ACCESSORIES!



Melnor's See 'n Sell Accessory line in fast-moving self-selling skin-pack display cards. Take your pick of two packages:

No. 158S—92 individual pieces, including 20 different items, with FREE Wire Display Rack.

TOTAL RETAIL VALUE: 63.92

DEALER COST: 40.48

DEALER PROFIT: 23.44

No. 159R—Refill Skin-Pack Assortment. 92 individual pieces, including 20 different items, with 4 FREE Brass Hose Nozzles.

TOTAL RETAIL VALUE: 63.92

DEALER COST: 37.95

DEALER PROFIT: 25.97

ORDER NOW FROM YOUR MELNOR DISTRIBUTOR! LIMITED SUPPLY!

MELNOR INDUSTRIES, INC., Moonachie, New Jersey

Printed in U.S.A.



the unit was out of fuel. "Even our mowers won't run without gas," he admitted to the amused buyer.

Webb Woodland is the brother who does most of the mower service work. He has become a fast and proficient mower mechanic by learning the machines almost entirely from applying practical experience after studying the company repair manual. He says that any hardware store worker of average mechanical aptitude and willingness can learn quickly how to service power mowers. "The book furnished with the mower tells the buyer how to adjust and repair it himself, and he can do it if he'll follow the instructions," he said. "However, the owner often prefers to pay us to do the work," he added.

The firm keeps a complete line of parts for the mowers it carries at an investment of only \$300. There was very slight expense for special wrenches and there is not much other cost involved in setting up a mower service department, according to Webb Woodland.

#### Shows Profit

Woodland Hardware shows some profit on its mower repair service but the brothers explained that they make no special effort to make the work pay off. "It is just a service we offer our customers. People who buy the mowers do so with considerably more confidence when they know we have a ready stock of parts and a mechanic who can repair them quickly."

During the spring and summer months, power mowers have the lead display position near the front door of the 22 x 100 foot Woodland store. One of each of the six models is shown on the floor and another half dozen are kept on hand in the back storeroom. "We don't have any need to stock any more because we can get delivery on them in a half hour," David Woodland said.

The Woodland brothers have learned that renting power mowers pays off because renting one is just a step away from selling them. Once a man enjoys the convenience of using one on his lawn he loses all interest in laboring behind an old-fashioned mechanical model. And, after he pays the rent on one a few times, he begins thinking it would be smart to buy instead of rent. That's why renting *sells* power mowers, the brothers are convinced.

## Bluefield Supply Co. Adds Appliance Lines

BLUEFIELD Supply Co., Bluefield, W. Va., announces the addition of Youngstown Kitchens and Temco gas appliances to the lines of nationally known products which it distributes in the two Virginias and Ohio.

The franchise, effective since November 16, covers distribution of these two lines over a 48-county area—28 in West Virginia, 14 in Kentucky, and six in Virginia. The Temco and Youngstown lines here-

tofore have been distributed in the Huntington - Charleston, W. Va., area by Tri-State Appliance Co. which is liquidating its business. Bluefield Supply already has office and warehouse facilities in those two cities.

In addition, the company will take over some of the personnel of Tri-State with Laurence J. Murphy managing its Youngstown Kitchens and George Glazier heading its Temco division. Ben Hiner and Paul Ashcraft will be sales representatives.

## NOW! You Can Sell High Wheel Mowers With JACOBSEN QUALITY



### The New Ram by JACOBSEN Made in Dixie for Dixie Dealers

Experts from our Brookhaven, Mississippi plant have carefully surveyed the South to determine the kind of mower your customers need most.

The answer is our new Ram series of High Wheel Rotary Mowers, tailored to your market, with Jacobsen experience and quality built in.

Jacobsen reputation helps you sell more, Jacobsen design keeps customers happy.

- 22 inch and 24 inch push type models.
- 24 inch power propelled model.
- Jacobsen industrial Hi-Torque engines made exclusively for the mowers.
- Straight belt drive to cutter.
- Cutter can be disengaged for starting and transport.
- Low center of gravity.

Send for brochure.

*Feature for feature—the finest!*



# Jacobsen

MANUFACTURING COMPANY

General Offices, Dept. 5H1 • Racine, Wisconsin  
Factory at Brookhaven, Mississippi

# DEALER SALES AIDS

**For more information on these sales aids use the free post card on page 91**

## Sprayer Merchandisers

Three completely new floor and counter displays are introduced by Root-Lowell Corp., 445 N. Lake Shore Dr., Chicago 11, Ill. The merchandisers spotlight the company's newly designed hand and compressed air sprayers, and can be used individually or combined.



Dealers receive the displays free when ordering the merchandise.

Colorful literature is available. For more information—

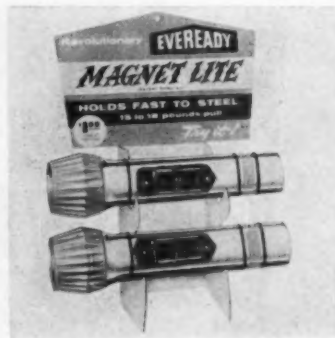
**Write in No. U1 on card, Pg. 91**

## Magnet-Lite

For impulse sales, William Esty Co., Inc., 100 East 42nd St., New York 17, N.Y., offers its re-designed Eveready Magnet-Lite with a colorful counter display that shows three lights and has a metal plate with space for two lights to demonstrate the spring magnet.

The Magnet-Lite has a special

shock absorber to protect the lamp and a diamond-shaped head to prevent rolling. The permanent type



magnet in the jumbo switch now has an 18-20 lb. pull to hold the light fast to any steel surface.

The Magnet-Lite retains its red and chrome colored case and is available in a 2-cell model, retailing for \$1.99 without batteries, and a 3-cell size, retailing for \$2.49 without batteries. For more information—

**Write in No. U2 on card, Pg. 91**

## Portable Lights Fixture

Three new flashlight and lantern displays are announced by Burgess Battery Co., Division of Servel, Inc., Freeport, Ill.—a large floor unit and two metal racks for counters or peg board mounting.

The large floor fixture is constructed of wood with a metal trim and pre-assembled glass binning, has adjustable shelves, and a two-color display sign. The units are available in 12 standard colors; special colors may be ordered.

The two metal racks can both be hung on peg boards; mounted on any wall or post; or can be placed on

counters, gondolas, or in windows. One display, illustrated, features the entire Burgess Radar-Lite line of lanterns. The other merchandiser combines flashlights, lanterns, and flashlight batteries on one rack.



Each display is made available free to retailers with specific purchases of Burgess portable lights and batteries. For more information—

**Write in No. U3 on card, Pg. 91**

## Ventilating Products

Howard Hardware Products, Inc., Newark, N. J., is offering dealers a counter and pegboard display to increase sales of two products which constitute a system to prevent paint peeling: Ventilating Louvers and Wedge Vents. Both products for the elimination of trapped moisture are featured in a single display.

The Ventilating Louvers provide air circulation through siding and sheathing to the air space. They are all aluminum, rain, and insect proof.

The Wedge-Vents provide air circulation behind clapboards. An in-





# BUY THE CONTENTS... THE TACKLE BOX IS FREE

**An IDEAL DEAL** This Ideal tackle box filled with an assortment of Ideal sinkers and 5-Way floats is pre-priced, ready to be displayed anywhere in your store. It is made of Hi-Impact Copolymer Polystyrene; chrome plated steel links, rivets and pins make it highly rust-proof. Two Cantilever trays swing out for added convenience. This attractive piece of practical fishing equipment has the added virtue of being floatable when the lid is closed. Colors are Ideal blue with red handle. The box is 12" long, 5 1/4" high, 5 1/4" deep. It has a retail value of \$3.00. Comes packed in individual reshippable box. Net weight per deal 8 lbs.

CONTENTS:			Pinch-on Sinkers		Bass Casting Sinkers	
<b>5-Way Floats</b>			3/4 Gross	0	1/2 Gross	10
			5/12 Gross	1	1/3 Gross	9
			1/2 Gross	2	1/3 Gross	8
			1/4 Gross	3	1/6 Gross	7
			10 only 1 1/4" Floats	4	1/8 Gross	6
			6 only 1 1/2" Floats	5	1/12 Gross	5
			43 only Floats	312 only Pinch-on Sinkers	222 only Bass Casting Sinkers and Plastic Tackle Box	

You'll be amazed at the low price on this special Ideal TB Deal. Be sure to write for details.

IDEAL FISHING FLOAT COMPANY, INC. • 2001 East Franklin Street, Richmond 3, Virginia • Warehouses: 301 North Market Street, Dallas 2, Texas; 605 Third Street, San Francisco, California • World's Largest Manufacturer of Fishing Floats, Furnished Lines and Sinkers



stallation tool is offered free to the purchaser with each package of 100 of the Wedge-Vents. For more information—

Write in No. U4 on card, Pg. 81

### Plier Display

A plier display known as No. HD-140 is announced by The Vlcek Tool Co., 3001 East 87th St., Cleveland 4, Ohio. It has space for 50 pliers of assorted sizes. These include 5-6 and 8-inch combination pliers, 6-inch combination thin bent nose pliers, 7 and 10-inch lever jaw pliers, and 9½-inch water pump pliers.



The display is 9-3/4 inches wide and 14½ inches high. Weight is 26 lbs. It is suitable for use either singly or in combination with other Vlcek displays. A top panel provides room for price and stocking data. For more information—

Write in No. U4a on card, Pg. 91

## CHAPIN SPRAYERS AND DUSTERS

FOR A BANNER YEAR IN SALES!

Every Homeowner and  
Gardener a Customer...  
for CHAPIN'S Modern Designed,  
Performance-Proved  
Complete Line of Sprayers



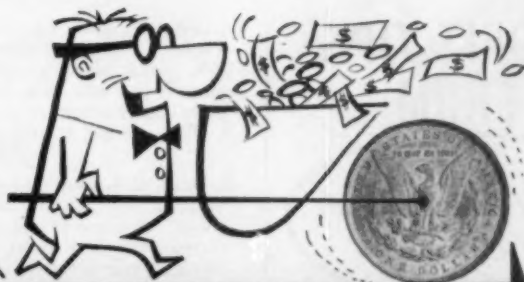
Send for  
CHAPIN'S NEW  
1960 Catalog...  
Just off the press.  
Write Dept. SM-1.

R. E. **CHAPIN**

Quality Sprayers and Dusters Since 1887  
**MANUFACTURING WORKS, INC.**  
BATAVIA, N. Y.

### PRINTED HELPS and other sales aids

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels, or six full cartons of rope, two of which may be the 100 # size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of ¼", ¾", and 1½" dia. Manila Rope: free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45½". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope ¼", ¾", 1½" diameters; or High Tenacity Polyethylene Rope, ¼" and ¾" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and



## It's nice GOIN' with PROEN



### LAWNCARE KIT

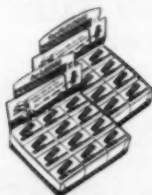
Contains Squarespray sprinkler, Waterfeeder 954, box of 20 Waterfeed cartridges. An ideal gift item.  
List Price .....\$5.95



### PLANT-CHEM

The perfect potted plant food containing all the necessary hormones, vitamins and nutrients that plants need to grow—with or without soil.

Two formulas: Plant-Chem all-purpose Rich Plant Food 4-7-10 for potted plants—starting seeds, slips, cuttings and transplantings. 50c and \$1 sizes Or Plant-Chem for Acid-Loving Plants 9-14-2. Use with Azaleas—Camellias—Rhododendrons—Fuchsias, etc. 50c and \$1 sizes



### WATERFEED®

Concentrated water soluble cartridge type fertilizer. Will not burn. Designed to be used with WATERFEEDER. Two formulas to cover all garden needs.

**WATERFEED 30-10-10**  
For lawns, leafy shrubs, trees, etc.

**WATERFEED 15-40-10**  
For flowers, flowering shrubs, vegetables, etc. Individually packed, 20 WATERFEED cartridges to a box.

List Price ...\$1.00 per box  
Also Economy Bulk Pack

There's practically no such thing as a single sale for PROEN products. Why? Because one item just naturally leads to another and that means multiple profits for you. All Proen products are such high quality, to own one is to desire the entire line. YOU just sit back and enjoy the easy extra profits.



### SQUARESPRAY "The Original"

The modern sprinkler that really waters in a square. It gets the corners: Designed for tandem hookup. Covers areas from 2x2 to 35x35 feet in exact square watering patterns.  
List Price .....\$2.95



### WATERFEEDER® Model 954

Can be attached to all type watering devices. For use with Waterfeed cartridge fertilizers.

List Price...\$1.99 each



### WATERFEEDER® Model 100

Large capacity applicator can be used to dispense any type of water soluble plant food through garden hose connections.

List Price .....\$8.95 each



### WATERFEEDER® Model 200

A fertilizer applicator designed specifically for Underground Sprinkler Systems.

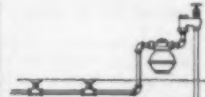
List Price ...\$11.95 each

### WATERSPIKE®

Sensational 2-way Sprinkler — Sub-Surface Irrigator. For PRECISION SPRINKLING in an actual square on the surface.

For PRECISION IRRIGATION of roots below the surface.

List Price .....\$4.00



# Proen

PROEN PRODUCTS CO.

9TH and GRAYSON  
BERKELEY 10, CALIFORNIA

Sell one—sell all...  
sell PROEN  
contributions to finer gardening



## PROFIT TIPS FROM

**Fred Arbogast®**  
"BAIT OF CHAMPIONS"



### TIP NO. 1—SCOOTER® (NEW fast-sinking model)

New fast-sinking bait that gets down quickly. Darting, nervous action produces for fresh and salt water game fish.  $\frac{1}{2}$  oz.; 6 colors. Packed 12 to the display carton. Retail \$1.35.



### TIP NO. 2—HUM-BUG®

Runs shallow to prevent snags. Will not twist line. Willow-leaf spinner produces sound that bass hear and strike at.  $\frac{1}{2}$ ,  $\frac{3}{8}$ ,  $\frac{1}{4}$  oz.; 4 colors. Packed 12 on display card. \$85.



### TIP NO. 3—BUSY BODY®

It rocks, it rolls, but will not twist line. Easy to cast and control. Sinking time sets running depth.  $\frac{1}{2}$ ,  $\frac{3}{8}$ ,  $\frac{1}{4}$  oz.; 4 colors. Packed 12 on display card. Retail \$75.

Every year, more and more fishermen are filling their tackle boxes with these proven Arbogast "Bait of Champions" lures. Be sure you have a complete selection.



Powerful national CONSUMER ADVERTISING CAMPAIGN in leading Outdoor Magazines stimulates sales, pre-sells Arbogast lures, helps make greater profits for you!

## SEE YOUR JOBBER TODAY!

Write for FREE CATALOG on  
ARBOGAST "BAIT OF CHAMPIONS"

**FRED ARBOGAST COMPANY, INC.**  
313 West North Street, Akron 3, Ohio

pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information—

Write in No. U5 on card, Pg. 91

**Chas. O. Larson Co.**, P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets consisting of seven styles of saw horse brackets and eight styles of folding table leg brackets for the do-it-yourself trade, has available for dealers envelope stuffers which may be obtained in moderate quantities without charge upon request. A silent salesman wire display rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of saw horse brackets and two styles of folding leg brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. U6 on card, Pg. 91

**S. G. Taylor Chain Co., Inc.**, Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long - leverage chain cutter. When holding its maximum seven reels it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. U7 on card, Pg. 91

**Southern Screw Co.**, Statesville, N. C., offers the Wood Screw Actual Size Chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from  $\frac{3}{16}$ " to 6" and #0 to #24 diameters. Also illustrated are driver types and head styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor—available through this source only. For more information—

Write in No. U8 on card, Pg. 91

**The Ruberoid Co.**, 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. U9 on card, Pg. 91

**Nixdorff-Krein Manufacturing Co.**, 916 Howard St., St. Louis 6, Mo., has

available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. U10 on card, Pg. 91

**Carolina Washboard Co.**, Raleigh, N. C., offers a plastic display which contains: 11 doz. Carolina Floats, assorted 1 doz. #3 Floats and 2 doz. of each of the other five sizes. Price: \$13.30. For more information—

Write in No. U11 on card, Pg. 91

**Molly Corp.**, Reading, Pa., has available for dealers: Metal merchandiser #612 containing 600 screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors; cardboard display #225 containing 225 jack nuts; screw anchors, jack nuts, and picture hooks on individual cards for self-service use or Pegboard display; 2-color leaflets on screw anchors, jack nuts, utility plugs, hi-speed installers; 3-color, 21" by 9" window streamer featuring screw anchors; and newspaper mats. For more information—

Write in No. U12 on card, Pg. 91



## NEW BIG ORANGE clevises with CADMIUM PLATED PINS

Tee-handle Pins—Hairpin lock  
Forged of H1 — STRENGTH STEEL  
Extra Strong—Tough



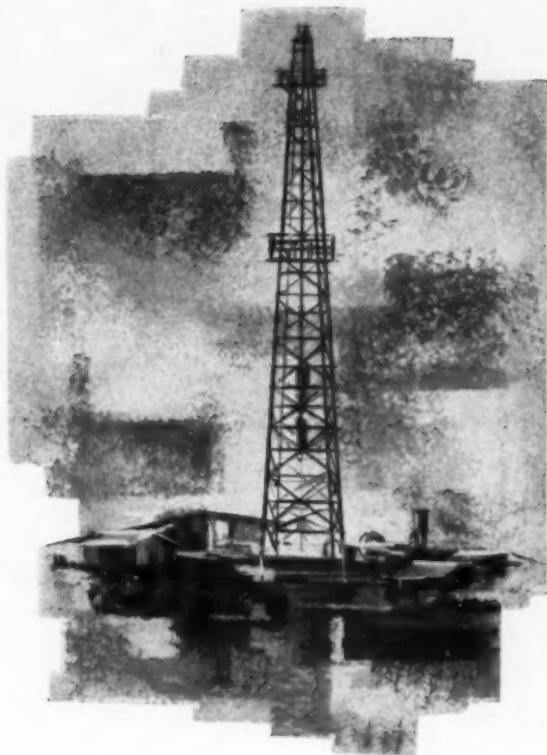
New 8000 series fits new tractors with thicker drawbars and larger drawbar holes. 4 sizes in each of 2 styles,  $\frac{1}{2}$  to 1 inch pins. 2 new sizes added,  $\frac{15}{16}$ " body with  $\frac{7}{8}$ " pin & 1" body with 1" pin.

A SIZE TO FIT ALL TRACTORS

**MIDLAND INDUSTRIES, INC.**

Cedar Rapids, Iowa





New steels are  
born at  
Armco



*from derricks to doll buggies . . .*  
**Sheffield has the right bolts**

Sheffield bolts are vital parts of thousands of manufactured products. They range from automobiles to zipper-making machines. From oil field rigs to toys for tots. The list is next to endless.

In all their many applications, one thing is uniformly true of every Sheffield bolt: it's the best that modern metallurgy, engineering minds and advanced machinery can produce. It's Sheffield-made and quality-controlled from furnace to finished bolt.

With Sheffield bolts, your customer is assured top-level precision, ease of installation and holding power. And when you stock a widely varied line of Sheffield bolts, your

store is assured the reputation of "bolt headquarters." Get in touch with your Sheffield distributor, who will help you plan a money-making bolt department.



**BOLT PRODUCTS**

## **SHEFFIELD DIVISION**



### **ARMCO STEEL CORPORATION**

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products

**Moto-Mower, Inc.,** Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store banners and streamers, point-of-sale materials, and colorful handle cards. In addition, a strong local advertising program including 50-50 cooperative advertising is offered. For more information—

Write in No. U13 on card, Pg. 91

**Weber Tackle Co.,** Stevens Point, Wis., offers a wide variety of permanent metal displays in addition to many sturdy display panels of heavy cardboard. All are furnished free with standard assortments of tackle items and a number of them may be purchased empty at a nominal cost. The Perma-Pak Crawler rack displays nine dozen 6" crawlers in assorted colors, three crawlers in each of the 36 aluminum trays with plastic sleeves (Assortment No. LC9). The No. RRM "Squirrel Cage" revolving rack has a screen of 1/4" wire mesh on five sides; capacity one to three gross of spoons, spinning lures, etc. Stren level leader packs and knotless tapered leaders are displayed in a six-dozen metal unit available through Weber, one of the 10 authorized Stren agents. Metal displays for flies, loose hooks, treble hooks, snelled hooks and many other tackle items continue to

be available. For more information—  
Write in No. U14 on card, Pg. 91

**Lazy Boy Lawn Mower Co., Inc.,** 1315 West 8th St., Kansas City, Mo., offers to dealers without charge full-color mailing pieces and ad mats on all mower models. For more information—

Write in No. U15 on card, Pg. 91

**Aladdin Laboratories, Inc.,** 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available. For more information—

Write in No. U16 on card, Pg. 91

**The Acme Shear Co.,** Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. U17 on card, Pg. 91

**The Wood Shovel and Tool Co.,**

Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. U18 on card, Pg. 91

**O. Ames Co.,** Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. U19 on card, Pg. 91

**Crescent Tool Co.,** Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent recently added a series of 18 fixtures for mounting on Peg-board. Each fixture comes with a small assortment of tools at the cost of tools only. For more information—

Write in No. U20 on card, Pg. 91

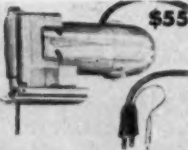




**Hanson Scale Co.,** 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—

Write in No. U21 on card, Pg. 91

**Amerock Corp.,** Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—

Write in No. U22 on card, Pg. 91

**The Eclipse Lawn Mower Co.,** Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The color-

MODEL NO. 1		\$55.00
MODEL NO. 2		\$130.00
MODEL NO. 10		\$39.95
MODEL NO. 15		\$79.95
MODEL NO. G		\$24.95

## AMERICA'S FIRST AND FINEST RECIPROCAL ACTION SAWS

FORSBERG

# WHIZ-SAWS

## THE PROFIT LINE

Dependable electric power saws by Forsberg represent the finest your customers can buy at a price they can afford. Choice of five models ranging from the new low priced G-WHIZ (\$24.95) to the more powerful WHIZ-SAW NO. 2 (\$130.00). Excellent profit margin on every model. Each comes attractively packaged and complete with 3 blades. Newspaper mats available.

Send for new catalog today

# Forsberg


over 45 years of manufacturing experience

THE FORSBERG MFG. CO., BPT., CONN.

### REPRESENTATIVES:

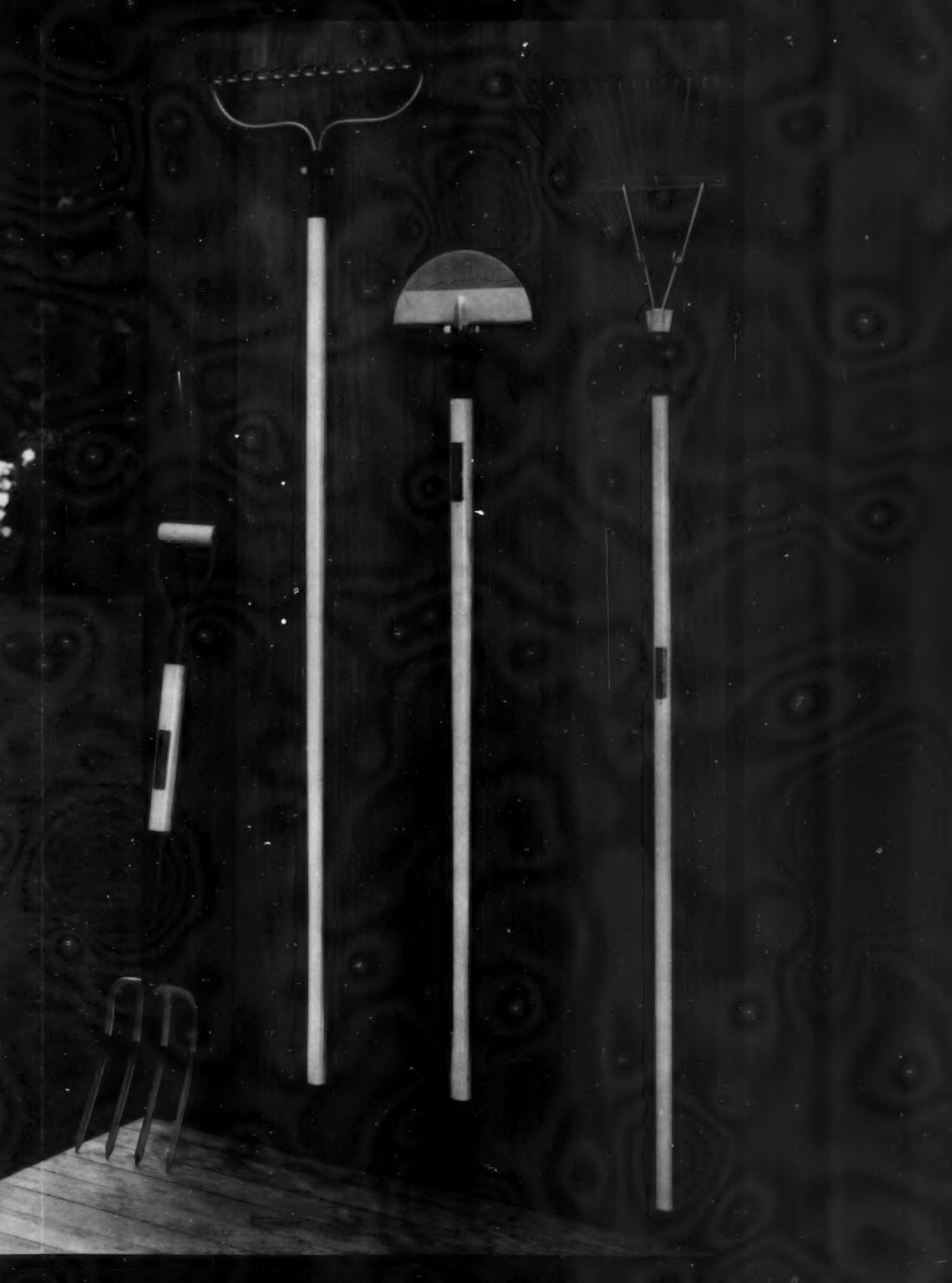
Mr. L. B. Farmer, 2405 Belmont Blvd., Nashville, Tenn.  
John C. Wygert & Assoc., Inc., 3634 N. W. 47th St., Miami 42, Florida  
H. A. Varner Associates, 1601 Cranway Dr., Houston 24, Texas.

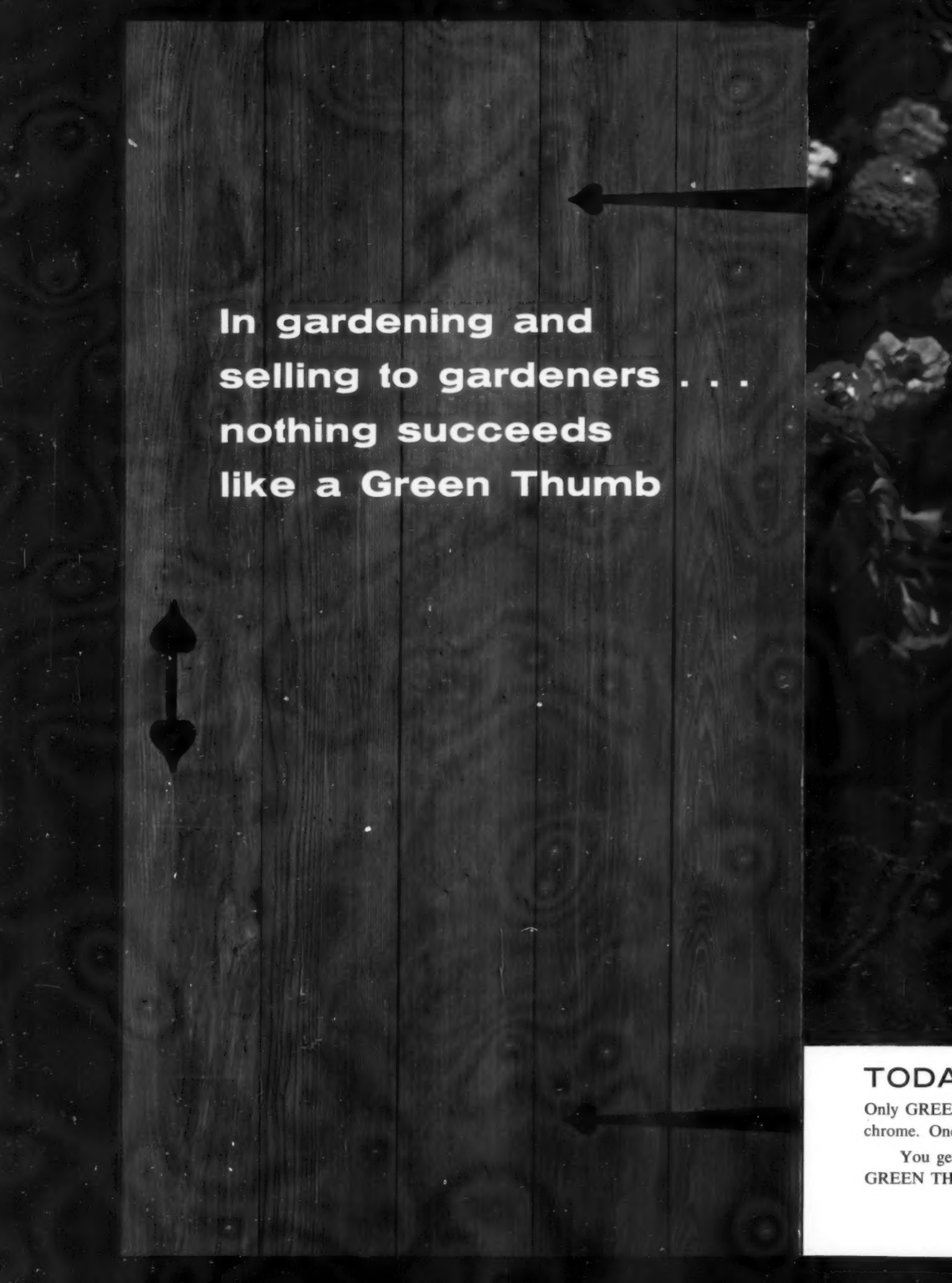




**Green Thumb<sup>®</sup>** a magical name with gardeners . . .  
the only quality line specially designed and superbly finished for  
today's fabulous home-gardening market.







**In gardening and  
selling to gardeners . . .  
nothing succeeds  
like a Green Thumb**

**TODAY**

Only GREEN  
chrome. One

You get  
GREEN TH



## DAY'S MOST POPULAR GARDEN TOOL

GREEN THUMB offers this strong and balanced trowel, with drop forged shank, in lustrous chrome finish. One of a matched set of chrome-finished garden tools, each retailing profitably at 98c. You get the newest items, the best values when you order your lawn and garden tools from your GREEN THUMB wholesaler.

**THE UNION FORK & HOE COMPANY, COLUMBUS 15, OHIO**





ful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of three cents each. For more information—

Write in No. U23 on card, Pg. 91

**Upson Brothers, Inc.**, 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assortment of Upson Standard Screwdrivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight crosspoint). Packed one to a carton. For more information—

Write in No. U24 on card, Pg. 91

**The Yale & Towne Manufacturing Co.**, White Plains, N. Y., provides carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—

Write in No. U25 on card, Pg. 91

**Stevens-Burt Co.**, Water Master

Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. U26 on card, Pg. 91

**Style-Crafters, Inc.**, Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. An aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. U27 on card, Pg. 91

**The Edwin H. Fittler Co.**, Philadelphia 24 Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope, (2) Fittler measured rope marked at intervals of 5'. Avail-



## A Complete, Profitable Merchandising Program



## HERE'S WHAT YOU GET

### All From One Service Source

- Free, attractive space-saving store fixture—you pay only a nominal deposit.
- An assortment of over 85 tools that are "proven sellers" . . . 8 to 15 turns per year!
- Regular visits from resident service salesmen to check, clean and regulate your display.
- Your stock will be profitably maintained and new items added to your program. (Our customers tell us that people regularly drop into their store merely to see what's new in the display. It's an important store traffic-builder by itself.)
- A permanent stock control record of your inventory. You save hours of book work because we keep the records in our office and supply you with a simple re-order form.
- You avoid dead inventory with a choice of purchase programs including guaranteed sale.
- Sales-proved advertising aids . . . FREE!

### ALL TOOLS UNCONDITIONALLY GUARANTEED!

Learn How You Can Profit From This Merchandising Program

Write to your nearest B & W warehouse and office for free, colorful brochure



## B & W SOUTHWEST

3602 Navigation, Houston, Texas

## B & W ATLANTA

241 Peters Street, S. W., Atlanta, Georgia

Manufacturer, importer and distributor

*Bridgeport*

# INNER-SEAL

STILL THE BEST WEATHERSTRIPPING YOU CAN SELL!

## FULL 40% PROFIT

- smart, self-selling packages and displays
- free selling aids & ad mats
- national consumer advertising
- weatherproof, resilient, long-wearing

Best buy for sales and profits. 500 ft. of Inner Seal in handy counter merchandiser. Precision marked for easy measuring. Also available in Deluxe White.

SELLING PRICE	\$50.00 (10¢ per foot)
DEALER COST	\$30.00
DEALER PROFIT	\$20.00

YOUR BEST DEAL — INNER-SEAL

HEALS FASTER  
LASTS LONGER  
INSTALLS EASIER

WEATHER STRIPPING

PAYS FOR ITSELF IN FUEL SAVINGS

ONLY INNER-SEAL

WEATHER STRIPPING

INNER-SEAL PER FOOT

15-500

BRIDGEPORT FABRICS, INC.  
Bridgeport, Connecticut

able on request in Fittler Octags only in sizes  $\frac{1}{4}$ ",  $\frac{5}{16}$ ",  $\frac{3}{8}$ ", and  $\frac{1}{2}$ " diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope, 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser,  $54\frac{1}{2}$ " x  $44\frac{1}{2}$ " x  $23\frac{1}{4}$ ", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

**Write in No. U28 on card, Pg. 91**

**Columbus Plastic Products, Inc.**, Columbus, Ohio, offers a series of ad material for 1960 to merchandise its Lustro-Ware plastic housewares. Ads are illustrated, same size, on a 12-page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to larger 2-, 3-, 4 and 5-column display

ads. Individual reproductions of over 200 items in the Lustro-Ware line are supplied also in mat or reproductive proof form for special promotional use. All materials, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information—

**Write in No. U29 on card, Pg. 91**

**Moore Push-Pin Co.**, 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is  $10\frac{3}{4}$ " high with a 9" diameter base. For more information—

**Write in No. U30 on card, Pg. 91**

**Jackson Manufacturing Co.**, Harrisburg, Pa., has available the following sales aids: circular on home and garden equipment line;  $8\frac{1}{2}$ " x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

**Write in No. U31 on card, Pg. 91**

**Republic Steel Corp.**, 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, news-

paper ad mat sheets, publicity release, catalog sheets, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic form products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

**Write in No. U32 on card, Pg. 91**

**Fuller Tool Co., Inc.**, 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

**Write in No. U33 on card, Pg. 91**

**Bridgeport Fabrics, Inc.**, Bridgeport, Conn., offers free of charge a window streamer featuring Inner-Seal, extruded rubber garage door weatherstrip. The streamer, which is hung vertically, measures  $8\frac{1}{2}$ " x 17", and is black, yellow, and white. For more information—

**Write in No. U34 on card, Pg. 91**

**Lamson & Sessions Co.**, 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

**Write in No. U35 on card, Pg. 91**

**Tennessee Coal & Iron Division**, United States Steel Corp., Fairfield, Ala., offers dealers promotion items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

**Write in No. U36 on card, Pg. 91**

**American Biltrite Rubber Co.**, Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Biltrite and Boston Garden Hose and Sprinklers. In addition to a metal display rack on casters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

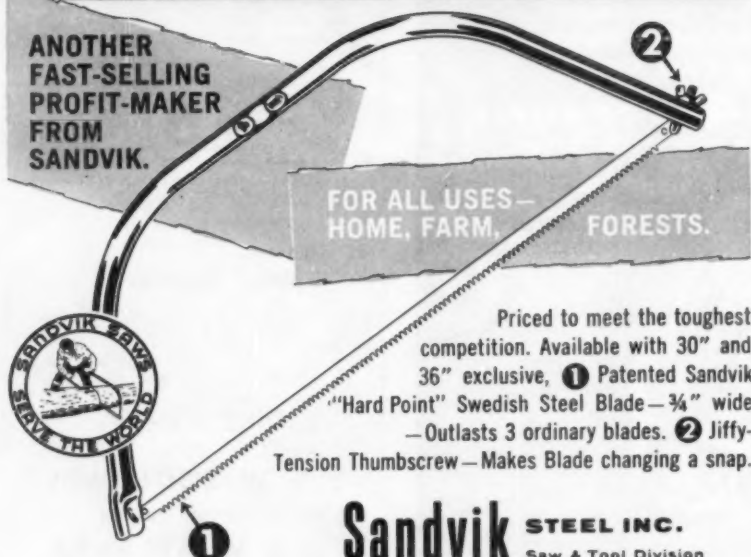
**Write in No. U37 on card, Pg. 91**

**Stanley Hardware**, division of The

## SELL THE LEADER... SELL THE NEW SANDVIK No. 15 BUCK SAW

ANOTHER FAST-SELLING PROFIT-MAKER FROM SANDVIK.

FOR ALL USES—HOME, FARM, FORESTS.



Priced to meet the toughest competition. Available with 30" and 36" exclusive, ① Patented Sandvik "Hard Point" Swedish Steel Blade— $\frac{3}{4}$ " wide—Outlasts 3 ordinary blades. ② Jiffy-Tension Thumbscrew—Makes Blade changing a snap.

**Sandvik STEEL INC.**  
Saw & Tool Division

1702 NEVINS ROAD, FAIR LAWN, N.J.

THE WORLD'S GREATEST NAME IN BUCK SAWS

# WANTED!

BAYOU BOOGIE is wanted by fishermen everywhere for fish snatching. Prized by both expert and novice.



17 COLOR  
PATTERNS  
IN 6 SERIES

## Bayou Boogie



### SPIN - CAST - TROLL

These two alone are equal to a loaded tackle box anywhere, any time for everything from pan fish to lunkers.

No tackle counter complete without lures by WHOPPER STOPPER.

Stock such famous names as Jig-Crawler, Stinger, Stumper, Hellbender and Hell-raiser.

Ask your jobber - or write for FREE Color Guide Catalog.

**WHOPPER STOPPER, INC.**

P. O. Box 793 SHERMAN, TEXAS

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### HORSE COLLAR PADS



For every work horse and mule.  
"The pad with the rust-proof red hooks"

## Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

### TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

**THE AMERICAN PAD & TEXTILE CO.**  
Greenfield, Ohio

**MAKERS OF FAMOUS TA-PAY-CO**  
HORSE COLLAR PADS SINCE 1881

Stanley Works, 105 Lake St., New Britain, Conn., announces new and improved merchandising features for its cabinet hardware, including visible packaging, and self-service displays. Available to dealers in the new C-2 pegboard display stand. Fifty-seven select items are now visually packed, mounted on yellow and black space-saving cards, on the back of which carry all customer information: item name and number, suggested usage, proper application, finish, and materials. For more information—

Write in No. U38 on card, Pg. 91

**Champion DeArment Tool Co.**, Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers are fastened on the board which is 34" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4 1/2" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit contains nine of the Heavy Duty Slip Joint pliers—four 6", three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. Offered free in the 3-color Salesmaker which sells any three Channellock pliers of the dealer's choice (plus a place in front of the No. 424 Ignition Plier). A self-contained easel and eyelet puts the display to work on the counter or on the wall. For more information—

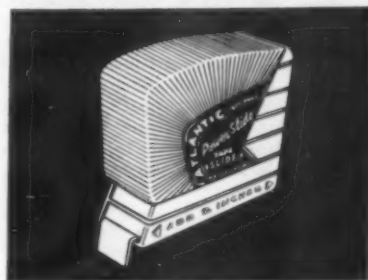
Write in No. U39 on card, Pg. 91

**Wickwire Brothers, Inc.**, Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. U40 on card, Pg. 91

**McCulloch Corp.**, Marine Products Division, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott dealers. This material includes formats and ad builders; window streamers

## new from ATLANTIC



### Deluxe POWER SLIDE Measuring Tape with "Slide Control" action\*



\*Hold finger tip on slide for full retraction.



\*Release finger tip to stop retraction at any point.

The only "Slide Control" tape on the market! Red and black ft. and in. markings, white faced; inside and outside measuring clip; available in 6', 8', 10', 12' lengths, 1/2" blade.

### Deluxe LEATHERETTE CASE Precision Measuring Tapes



50 and 100 ft. lengths, 3/8" blade, red & black ft. and in. markings, engineer's hook.

all-purpose scraping and cutting tool for every home

### SAFETY HAND SCRAPER



Single, extra long cutting edge. With 3 blades.

Order the complete Atlantic line of Deluxe, Standard and Thin Tapes (more than 20 models and sizes) from your Local Hardware Distributor, or write for new low price lists to:

## ATLANTIC INDUSTRIAL CORPORATION

91-97 W. Ruyon St. • Newark 8, N. J. • Bigelow 3-5000  
Atlantic products also available in Canada



which feature Scott's motors; handout stuffers; line folders; dealer decals; service uniforms; miniature Scott plastic motors; a color billboard; changeable translight display; roadside sign; radio scripts; 30-minute, 4-color movies; preview poster; counter display; store front signs; clock sign; motormobile sign; boatmobile sign; blackboard cutout displays. For more information—

Write in No. U41 on card, Pg. 91

**Langley Corp.**, 310 Euclid Ave., San Diego 12, Calif., is offering a 17" x 20" display banner free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the symbolic Langley sea-lion. Pressure-sensitive adhesive backing at the top permits mounting of the banner to the wall behind the reel display. For more information—

Write in No. U42 on card, Pg. 91

## Picture Frames

(Continued from page 82)

perhaps the words "bargain basement" linger too strongly in their memories.

"We debated that," he stated. "But experience has shown it was

a wise move. The stairway leads down from directly in front of the main entrance and we've made it attractive with a wrought iron railing. The customers like it down here, they can browse in more seclusion than was possible upstairs. Then too, it's only a few steps to the picture framing workshop; that makes it easy to show customers how other pictures look after we've framed them."

The fact that the store is directly across the street from a college is, of course, a contributing factor to the success of the department but Covington does not feel it is a deciding one.

"They are excellent customers," Covington said, "but I feel we could have developed this department just as well in some other location. It's partly the trend of the times. People have more leisure and are using it to pursue hobbies and interests which they could not develop previously. People are keenly interested in interior decoration and many want to paint their own pictures or to get certain frames to tie in with their room decor. I believe Shreveport has more than its share of talented artists but talent is not

our job, we're here to sell them what they need."

In picture frames, the store carries a large stock of ready made frames in many price ranges, also materials that cover a wide range of custom framing. Covington, whose special province is this part of the business, likes to dispel the idea that custom framing is of necessity, expensive.

"Some custom jobs are cheaper than a ready made frame," he states. "For instance, this striking portrait. We didn't have a ready made frame that would do this picture justice so it had to be a custom job, but it cost less than a lot of ready makes."

He was asked if any special talent was required for framing pictures.

"I'd say a person ought to like it or he can't do very well at it. He also should know something about handling wood but he can learn that. Different pictures, of course, need different framing to set them off to the best advantage. Here's a picture that came in a black frame, there's too much black in the picture itself for a black frame to be effective, it looks much better in this white frame with a small gilt border around the inside. Customers don't always know what they want but they know when you put a picture in a frame that is appropriate. It's part of our job to know what suits what."

The margin on frames and art supplies is greater than on most other lines in the store, according to Covington. "That's because there's more time involved before a sale is completed," he stated. "One nice thing, there's practically no obsolescence."

The majority of the store's customers for frames and art supplies are local people. Shreveport is the center of a large trading area, however, and often pictures are brought or sent in for framing from points outside the city.

Frames and frame samples are displayed attractively with the art supplies. The actual work of framing, however, is carried out in a neat, well lighted, and well equipped workshop in the rear of the basement. Covington himself does a large part of the work, assisted by a part time employee familiar with that phase of the business.

Covington sees no let up in these lines that fit together like hand and glove. In fact, he believes that customer interest, and in turn, profits, will continue to grow.

# YOUR ALL IN ONE LINE



"PERFECTION IS NOT AN ACCIDENT"

**EAGLE ELECTRIC**  
MANUFACTURING CO., INC.  
LONG ISLAND CITY, N. Y.

PLUG FUSES  
CARTRIDGE FUSES  
SWITCHES AND RECEPTACLES  
U GROUND DEVICES  
INTERCHANGE DEVICES  
EAGALOK AND ARMORED  
CAPS AND CONNECTORS  
COMBINATION DEVICES  
WALL PLATES  
RANGE—DRYER  
RECEPTACLES AND  
CORDS AND PLATES  
TRANSFORMERS  
SOCKETS—WIRE  
CORDSETS—NITE LITES  
DESK AND BED LAMPS  
ELECTRICAL SPECIALTIES



**THE MOST COMPLETE LINE  
FOR ALL YOUR ELECTRICAL NEEDS**





# Just about everyone knows the BIG BUY is PLANO



#5802

127" long,  
53" deep,  
5 1/2" wide.  
Marbled green  
throughout.

You really get "more for the money" with this new, low-priced #5802 plastic box by Plano, ORIGINAL manufacturers of plastic tackle boxes. Our years of experience enable us to offer this outstanding box full of easy-to-sell features that fishermen want—at a price they want to pay. Two cantilever trays provide 10 single and 2 double compartments for lures and small tackle, and there is plenty of room in box bottom for spin and bait-casting reels.

- CORROSION AND RUSTPROOF
- SOLID BRASS HARDWARE
- NOISELESS
- NYLON LATCH
- UNBREAKABLE—guaranteed by manufacturer against breakage in normal use

Write today for FREE catalog and prices on our entire line of nationally advertised Plano tackle boxes.

mfd. by **PLANO MOLDING COMPANY**

**PLANO 10, ILLINOIS**



**Slaymaker offers**

**FREE RACK**

to display locks in

**SEE-PACK**

**See-Packed Locks Outsell Others as Much as 5 to 1**

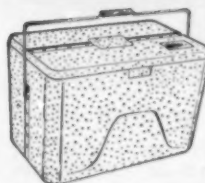
Whether you use the free wire rack or display the locks on pegboard, counter or bin, you'll enjoy the extra profit you make with Slaymaker padlocks in the dramatic See-Pack. Ask your jobber, or write ...

**SLAYMAKER LOCK CO. • LANCASTER, PA.**

World's Largest Producer of Brass Padlocks

*Another  
Sales  
Builder*

**Weber**  
STEVENS POINT, WIS.



**WEBERLITE GO-KOOLER "26"**  
Full 26-qt. capacity . . . wt. only 48 oz.

Molded of expandable polystyrene . . . sensational high-insulation plastic. Secured metal end straps . . . metal swing-type handle . . . plastic grip. Handle adjusts to lock cover. No. GK26B, Terrazzo Blue; No. GK26T, Terrazzo Tan. Sizes: 19" long, 11 1/2" wide, 13" high.

No. GK26 series . . . suggested list—each \$11.95. No. GE26 "Economy" series—Same as above but with web strap instead of metal fittings and handle. Each \$9.95.

**WEBER TACKLE COMPANY**  
**STEVENS POINT, WISCONSIN**

Authorized  
DUPONT STREN  
AGENT

- durable, pliable, easy-to-use . . . and is woven with a strong selvage. Galvanized after weaving.
- has increased distortion-resistance . . . twisted mesh is formed tightly, evenly.
- is available in all standard meshes . . . heights from 12" to 72" . . . roll lengths to specifications . . . 14—20 gage wires.
- used for poultry netting, baseball back stops, tennis court enclosures, plaster reinforcement, corn cribs, window guards, vegetable bins, animal pens and cages, fur farm netting, crab, fish or lobster traps, and other applications.

Warehouse stocks. Quick delivery. Call the nearest CF&I sales office.

**CF&I-WICKWIRE**  
**HARDWARE PRODUCTS**

THE COLORADO FUEL AND IRON CORPORATION

In the West: THE COLORADO FUEL AND IRON CORPORATION  
Albuquerque • Amarillo • Billings • Boise • Butte • Denver • El Paso  
Farmington (N. M.) • Ft. Worth • Houston • Kansas City • Lincoln • Los Angeles  
Oakland • Oklahoma City • Phoenix • Portland • Pueblo • Salt Lake City  
San Francisco • San Leandro • Seattle • Spokane • Wichita  
In the East: WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston  
Buffalo • Chicago • Detroit • New Orleans • New York • Philadelphia

7157

# NEW PRODUCTS

**For more information on these new products  
use the return free post card on page 91**

## Super Jet Tiller

Ariens Co., Brillion, Wis., describes its Super Jet Rotary Tiller as having extra power, extra heavy-duty tines, extra reinforced frame and handles.

The tiller has a 24" standard tilling width; adjustable to 8". Tine extenders are available to increase till-



ing width to 27", 32", 35", or 40". Tines are universal, non-winding bolt-on type, warranted non-breakable.

A recoil 4-hp Kohler K-91 engine powers the Super Jet. An 8" furrower is available for attachment on the all-steel free-swinging depth bar. For more information—

**Write in No. 100 on card, Pg. 91**

## Gun Cleaning Kit

A cleaning kit that fits all guns is introduced by Marble Arms Corp., Gladstone, Mich.

Featured in the metal case kit is a 3-piece jointed brass cleaning rod. Rod ends have standard threads for brushes. Two rod tips are included—one for rifles and pistols, the other with a special adaptor for shotguns. Also included: flannel cleaning patch-



es, Nitro-Solvent Oil, Kleens-Easy Cloth, and Gun Blue.

The kit itself has a 3-color baked enamel finish. Inside cover has instructions for proper use of equipment. Each kit is packed in a 2-color display carton. Retail price is \$3.95. For more information—

**Write in No. 101 on card, Pg. 91**

## Cotter Pin Assortments

Hindley Manufacturing Co., Cumberland, R. I., offers two new cotter pin assortments in the Pic-Pak dispenser with see-through window,



sliding tray, and die-cut tabs for peg board display.

Zinc-plated steel cotter pins for home use are packaged in mixed or single sizes from 1/10 x 3/4 to 5/32 x 2. An assortment of brass cotter pins in various sizes is offered also to meet the increasing demand by the marine trade.

The cotter pins are packed ten Pic-Pak trays per box. For more information—

**Write in No. 102 on card, Pg. 91**

## Scrubcomb

The Tru Blu BF6 Shrubcomb announced by The Wood Shovel & Tool Co., Piqua, Ohio, has a 6" head with seven flat spring steel teeth, and a 52" Fire Temp finished hardwood handle.



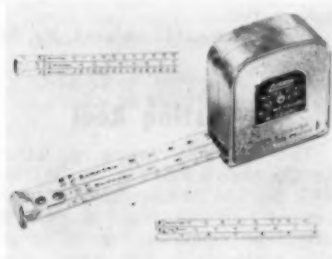
The Shrubcomb hooks leaves and wind-blown trash from under hedges and shrubs while the user works in a standing position.

Retail price is \$1.50. For more information—

**Write in No. 103 on card, Pg. 91**

## Ply Measure Rule

A Ply Measure White Clad Tape Rule which reads directly the number of plywood sheets in a stack is announced by The Lufkin Rule Co., Saginaw, Mich.

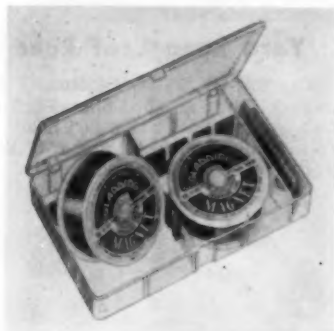


The rule has jet-black markings on both sides of the snow-white  $\frac{3}{4}$ " wide blade. It has a heavy duty double end hook designed for secure grip, and a blade that is marked top side for  $\frac{1}{4}$ ",  $\frac{1}{2}$ ", and  $\frac{3}{4}$ " thick plywood; bottom side for  $\frac{3}{4}$ " and  $\frac{3}{4}$ " thick plywood and consecutive inches. For more information—

Write in No. 104 on card, Pg. 91

## Monofilament Line

Magnet, a monofilament line for spinning and trolling, will be offered to anglers this spring by the B. F. Gladding & Co., Inc., South Otselic, N. Y.



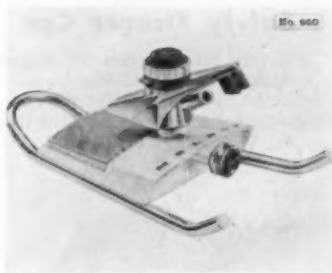
This siliconized line is available in tests ranging from four lbs. to 60 lbs., and is extremely dark green in color.

The Magnet line is packaged in the company's clear plastic bait box with moveable dividers. For more information—

Write in No. 105 on card, Pg. 91

## No. 950 Pulsator

The No. 950 Pulsator sprinkler is announced by Melnor Industries, Inc., Moonachie, N. J. For water coverage



for all types of areas, the dials may be set for any arc from a thin 30° wedge to a full circle. The sprinkler waters a circle up to 45 feet.

The No. 950 Pulsator is made of non-corroding steel, brass and zinc-chrome finished. For more information—

Write in No. 106 on card, Pg. 91

## Picnic Jug

A new, half-gallon "Spiffy" picnic jug, with suggested retail price of \$2.49, is announced by The Hamilton-Skotch Corp.



The Spiffy is finished in three colors. Dark blue lines circle the jug against a pale blue background. Topping the product is a white cap made of polyethylene.

Special features include a "no-drip" spout and a steel handle, fiberglass insulation, and compact size. For more information—

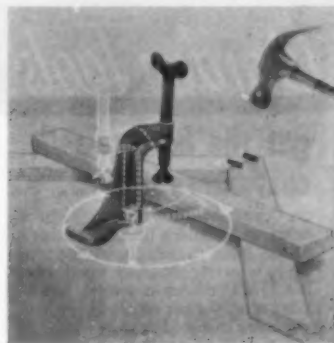
Write in No. 107 on card, Pg. 91

## Hold-Down Clamps

A clamp that holds work firmly on any surface, without being limited to positions near the edge, has been added to its "Jorgensen" line of clamping devices, Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., announces.

The clamp attaches to any work surface by means of a bolt spotted in the middle or along the edge of the work area. Slot in base of clamp

engages protruding head of holding-bolt so that the clamp slides into work position instantly.



The clamp swivels 360° around the holding-bolt to hold work at the most convenient spot or angle. Used on drill press or other machine tables, the holding-bolt may be used with "T"-slots or existing holes. For more information—

Write in No. 108 on card, Pg. 91

## Miniature Padlock

A miniature padlock, only  $\frac{3}{4}$ " across the case, is introduced by the Slaymaker Lock Co., Lancaster, Pa.

The padlock has a rustless alloy case, steel shackle, warded mechanism, and comes complete with two keys. It is individually carded on a



blue and yellow card and is available one dozen in a box or mounted on an eased pull-off card.

The small size makes the lock suitable for dog collars, overnight bags, golf bags, etc. For more information—

Write in No. 109 on card, Pg. 91

# TRUMP Garden Tools

get the hard-to-sell  
customers, too...

... you know—the customers who can't make up their minds as to how much they want to pay, what tools they need, etc. TRUMP offers trowels, transplanters, forks, cultivators and weeders in a wide range of popular prices to satisfy every customer demand.

- ☒ Check the Selection
- ☒ Check the Quality
- ☒ Check the Prices
- ☒ Check the Profit

then order the complete TRUMP line.



**TRUMP  
ESTATE**  
The "Cadillac"  
of Garden Tools

Here are triple chrome plated tools with real sales appeal and price appeal. The luster of polished chrome combines with beautifully finished dark, hardwood handles to put this tool in a class by itself. Made of heavy, 16-gauge steel... chrome plated.



**TRUMP  
DELUXE**

Sturdy, Perfectly Balanced  
and Beautifully Finished



**TRUMP  
SERIES 800**

Hard-Working Tools in  
the Low Price Range



**TRUMP  
SERIES 700**

Designed to Meet and  
Beat Competition

To sell more, make more profit, order the complete line of TRUMP Garden Tools from your wholesaler.

**ANIMAL TRAP COMPANY OF AMERICA**  
Lititz, Pa. • Pascagoula, Miss. • Berkeley, Calif.  
Niagara Falls, Ontario

## Safety Plunger Can

A safety plunger can for dispensing flammable or volatile liquids in cleaning operations is introduced by Eagle Manufacturing Co., 2518 Charles St., Wellsburg, W. Va.



Close control of the flammable liquid is possible with the can. Pressing down on a spring-mounted dasher forces a measured amount of the fluid to rise and dampen a swab, brush, sponge, or cloth.

Constructed of one-piece 24-gauge terne coated steel, the plunger has a seamless body. It is available in one quart, two quart, and one gallon capacities. For more information—

Write in No. 110 on card, Pg. 91

## "Dazey-Mates"

The Dazey Corp., St. Louis, Mo., is introducing Dazey-Mates, a combination meat grinder and salad maker which features an interchangeable 4" vacuum base. Base adheres solidly to any non-porous surface; completely portable with release of a lever.

Dazey-Mates consists of the base of bonderized metal with white or yellow baked-on enamel, a dual purpose portable base and handle, salad maker head and five cones, meat grinder



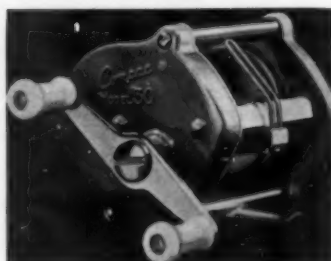
head with three cutting discs and clover-leaf shearer.

Packaged in a self-display carton with selling features imprinted on inside lid. Lid folds down for gift wrapping or mailing. Dazey-Mates will retail for \$19.95. Both items available separately: meat grinder: \$12.95; salad maker, \$9.95. For more information—

Write in No. 111 on card, Pg. 91

## Casting Reel

The #30 bait casting reel offered by Commerce Pacific, Inc., 161 West 24th St., Los Angeles 7, Calif., comes packed four colors per counter display box: black, red, green, or grey side plates with full nickel plated components.

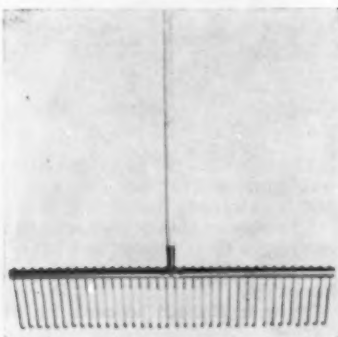


Features include level wind, on-off click ratchet and 100 percent metal multiplying gears. For more information—

Write in No. 112 on card, Pg. 91

## Yard Long Leaf Rake

The Tru Blu BF36 "Leafcomb," introduced by The Wood Shovel & Tool Co., Piqua, Ohio, has a 36" head, 36 flat spring steel teeth, and a 5' Fire Temp finished hardwood handle.



The rake is said to cover about twice as much area as the conventional leaf rake. List price is \$5.70. For more information—

Write in No. 113 on card, Pg. 91



## Mobile Sprayer

Root-Lowell Corp., 445 N. Lake Shore Dr., Chicago 11, Ill., announces the Cruiser, a wheel mounted sprayer.

Distinguishing features of the Cruiser are an upright elliptical shape 3-gallon tank which detaches from the cart, 2-way pump up—either lever action or conventional hand pump and extra long discharge equipment. For more information—

Write in No. 114 on card, Pg. 91



## Lock-On Extension Cord

A Lock-On Extension Cord that actually locks any standard cap is announced by Eagle Electric Manufacturing Co., Inc., Long Island City 1, N. Y., and incorporates the Eagle Lock-On Cord Connector.

The cap is inserted into the cord's Lock-On Connector and is automatically locked in tight. The cap remains locked in until released by pressing both buttons of the Connector.

The No. 51 is individually coiled on colored card discs that may be stacked, hung on peg or displayed on counter. For more information—

Write in No. 115 on card, Pg. 91

## Electric Fish Scaler

An electric fish scaler attached to a flexible shaft is introduced by Dremel Manufacturing Co., Racine, Wis. The shaft fits any standard electric drill. A guard over the rotating scaler makes the unit safe, keeps scales from flying.

Included with the scaler are special attachments for cleaning and polishing baits as well as sharpening hooks, knives, etc. Kit will retail for less than \$15. Deluxe model, complete with motor and attachments, retails less than \$30. For more information—

Write in No. 116 on card, Pg. 91



# Sell Sterling...

and you sell your customers Long Life Protection



## EXTRA-LINE POULTRY NETTING

Sterling "Extra Line" Poultry Netting gives added strength at no extra cost.

In addition to the single selvage at the top and bottom of the roll, Sterling "Extra Line" Netting has an extra line of wire running horizontally at intervals throughout the netting for greater strength. You get additional strength just where you need it, to prevent sagging and bagging.



## Hardware Cloth (Welded)

2 x 2 mesh with mechanically accurate wire spacing. Electric furnace steel wire is galvanized both before and after welding. Standard widths from 12" to 72".

## Hardware Cloth (Woven)

Uniform in width with double selvage for extra strength. Zinc galvanized after weaving. Six standard meshes 2" x 2", 3" x 3", 4" x 4", 8" x 8", 1/2" x 1/2", and 3/4" x 3/4" ... widths 24", 30", 36", 48".

Field Fence • Barbed Wire • Baling Wire • Smooth Wire  
Ornamental Lawn Fence and Gates • Fabri-Cloth  
Stucco Netting • Corn Cribbing and Cribbing • Nails and Staples

YOU EXPECT MORE FROM ELECTRIC STEEL AND YOU GET IT . . . GREATER STRENGTH AND LONGER LIFE

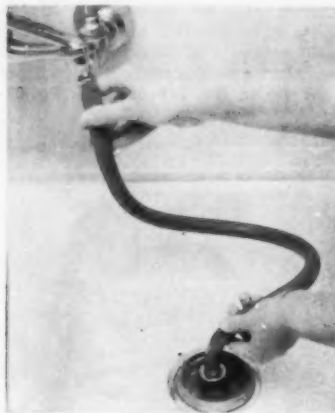


## NORTHWESTERN STEEL AND WIRE COMPANY

Incorporated Northwestern Barb Wire Company—1879 • STERLING, ILLINOIS

## Carter Drain Cleaner

The Carter Drain Cleaner is being produced by T & E Manufacturing Corp., Pasadena, Texas. No chemicals, moving parts, or tools are involved. The device is attached to faucet and drain watertight, and by the user slowly turning on the hot water, the heat melts the grease and the pressure blows the stoppage free.



Built of rubber and metal goods, Carter is packaged individually in self-service cartons with instructions

illustrating how to operate on all type drains, and past vent pipes. List price of the drain cleaner is \$3.95. For more information—

**Write in No. 117 on card, Pg. 91**

## Handi-Grip Pump Oilier

A series of four Handi-Grip Pump Oiliers is introduced by Eagle Manufacturing Co., Wellsburg, W. Va. All are guaranteed five years. Designed for wide industrial use, the oiliers are steel of hammer-gray enamel finish, and come with either rigid-angle or steel flexible spouts. Bodies are leak-proof.



Oiliers come in 3/4, 1, 1 1/2, and 2-pint capacities; 1 pint capacity is shown. Rigid spouts are 6" long while steel flexible spouts measure 7-5/8". For more information—

**Write in No. 118 on card, Pg. 91**

## Bubble Packaged Lines

Bubble packages spark the "super" series of fishing lines introduced by B. F. Gladding & Co., Inc., South Otselic, N. Y.

Individual spools of the lines are attached to 3-color cards under clear plastic bubbles, for display on peg



boards or wire racks. The cards give the price of the line at a glance.

There are four types of lines in the new series: Super Casting Line (shown), Super Monofilament, Super Squidding Line, and Super Fly Line. All except the Monofilament are of braided nylon, the company states. For more information—

**Write in No. 119 on card, Pg. 91**

## Minnow or Ice Bucket

A 10-qt. insulating, unsinkable minnow or ice bucket is announced by Ideal Fishing Float Co., Inc., 2001 E. Franklin St., Richmond, Va.

It has a 1" thick Dylite construction and is 12-sided for added strength and durability.



The bucket is available in four marbled colors: red, blue, green, and yellow. Frame is made of plated, rust resistant steel. Weighs less than two lbs., including frame. String tag gives complete consumer information. Stock #349 packed four to a shipping carton. For more information—

**Write in No. 120 on card, Pg. 91**

## BIGGER AND BETTER



WIDE-SWEEP  
LAWN RAKE

36" wide aluminum-alloy head  
36 spring-steel teeth

Perfect Combination of  
light weight  
Rugg-ed strength  
attractive price

finer rakes . . . since 1842

**RUGG MFG. CO.**  
Greenfield, Mass.

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Several productive territories open for ammunition sold direct to high volume retailers at attractive terms. Fastest growing full line quality brand. Mail complete details regard your qualifications for interview with director of sales. Box 715, Southern Hardware, 806 Peachtree St., N. E., Atlanta 8, Georgia.

## Bit Extension

An electric drill bit extension, the E88, is announced by The Irwin Auger Bit Co., Wilmington, Ohio. It fits all makes of power bits with 1/4" shanks and provides an extra 12" reach, is specially designed to sell in combination with all Speedbor "88" electric drill bit sizes.



The E88 Bit Extension is mounted on a display card for hanging. An Allen wrench is supplied for tightening set screw. The item is individually carded, packed six to a box, and

priced to retail at \$1.49 each. For more information—

Write in No. 121 on card, Pg. 91

## Hip Roof Tackle Boxes

The UMCORP., Spring Park, Minn., includes two new hip roof Royalite tackle boxes in its 1960 line which are salt water proof.

The models, 1000R and 1000RS, both measure 18" x 9" x 9 1/4". Cover opens from top center and folds down on both sides exposing seven full-length cantilever trays with Lur-Gard liners. Model 1000R has a total of 53 lure compartments. Model 1000RS, designed especially for spin fishing, has a total of 70 lure compartments.

A Shur-Seal leakproof seam extends full length of top of case.

Both models weigh six lbs.; retail for \$29.95. For more information—

Write in No. 122 on card, Pg. 91



## Shrubbery Rake

A lightweight shrubbery rake No. LR 82 is offered by Stanley Tools, division of The Stanley Works, New Britain, Conn. Designed for use where a large rake would not be practical, it has a narrow 7 1/2" sweep.

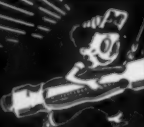


The rake has six flat spring-steel tines; head and tines are finished with steel-blue enamel.

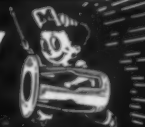
List price is \$1.65 each. For more information—

Write in No. 123 on card, Pg. 91

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## AIR MASTER

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# MARSHALLTOWN

## TROWELS



**MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA**

## Insulated Knee Boots

Insulated rubber knee boots of a very heavy-weight construction are announced by Dixie Trading Co., 158 Garnett St., S. W., Atlanta 3, Ga.



The boots have a special insulation between the lining and rubber, and have non-slip heavy soles and heels. The boot is of Swedish manufacture.

Size range is from six through 12, no half sizes; stock #763; \$5.75 pair. For more information—

Write in No. 124 on card, Pg. 91

## Dardevle Pac

A put-it-in-your pocket package of lures is being introduced by the Lou J. Eppinger Manufacturing Co., 1757 Puritan Ave., Detroit 3, Mich. Designated the Ultra Lite Dardevle Pac,



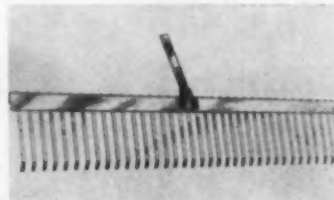
the pack contains six Dardevle lures in weights ranging from 1/32 oz. to 3/16 oz. in a variety of patterns and colors.

The Ultra Lite Dardevle Pac is a snap fastened, six partitioned container of pliable see-through plastic. Lists at \$4.45. For more information—

Write in No. 125 on card, Pg. 91

## Wide Lawn Rake

Lower price and lighter weight are features of the #43 "Wide-Sweep" Rake offered by Rugg Manufacturing Co., Greenfield, Mass.



The rake has a 3' wide aluminum alloy head with 36 spring-steel teeth permanently locked in, an extra-strong steel neck, and 5' lacquered ash handle. Rake weighs 3 lb. 3 oz.

Suggested consumer price is \$5.35. Packed six rake heads in carton, six handles in bundle. For more information—

Write in No. 127 on card, Pg. 91

## Packaged Lures

Newly-designed plastic blister packages will enclose the 1960 line of "Bait of Champions" fishing lures manufactured by Fred Arbogast Co., Inc., Akron, Ohio.



The blister package gives the dealer a more convenient way to display the lures, and provides a handier and more protective container for use in tackle boxes.

Arbogast's line of card-mounted lures will be packaged in heat-sealed plastic blisters that are stapled to the cards. For more information—

Write in No. 128 on card, Pg. 91

## Atlas Mowers

Atlas Tool and Manufacturing Co., 5147 Natural Bridge, St. Louis 15, Mo., announces its rotary power mower line for 1960 featuring all new copper styling. Included are 10 models ranging in size from a 20" economy unit to a 25" giant.

New features include Wind-A-Matic starting, Quick-A-Matic wheel adjustment and a baffle. Atlas-Aire mowers continue to feature the Stor-Mower Handle with Hi-Lo Adjustment.

Model shown is G20AW, a 20" rotary mower with 19" cutting blade. For more information—

Write in No. 126 on card, Pg. 91



## FIRST TIME EVER

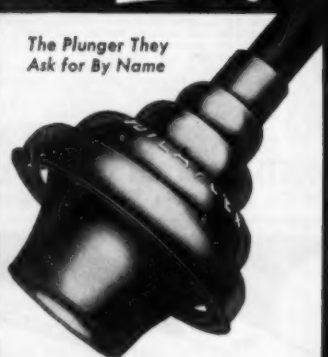
For the first time in hardware history, customers are asking for a plunger by name, TOILAFLEX.

Satisfied and gratified users plus our own national advertising, are broadcasting the name and creating an evergrowing demand for this plunger.

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**TOILAFLEX**  
Toilet ALL-ANGLE Plunger

The Plunger They  
Ask for By Name



By the makers at  
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for  
Quality!

Unmatched  
for sales  
appeal!

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most complete  
Tackle Box Line

30 MODELS  
TO CHOOSE FROM

UMCO

CORPORATION  
Spring Park, Minnesota



The name UMCO stands for quality in tackle boxes. This quality reputation plus exclusive design features and a wide selection of 30 models of tackle and spin boxes, with either aluminum or saltwater-proof Royalite cases, gives the UMCO line unmatched sales appeal. Switch to UMCO in 1960 and sell Quality! You and your customers will be glad you did.

Model 803  
Combination  
Tackle Box



A new popular priced Aluminum 3 tray combination box with a total of 23 lure compartments—5 for bait casting plugs, 18 for spin lures. Lur-Gard tray liners, separate reel compartment, extra reel clip inside cover. Retail \$9.95. Companion Box Model 803 Royalite, Retail \$9.95

Model 10  
Part-A-Tray

A handy aluminum belt type tackle box, ideal for spin fishing. Can be carried on belt, in pocket or in larger box. 2 sets of independently covered lure compartments. Retail \$2.95





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ALL-NYLON  
**FISH STRINGER**  
*Best Buy for a Buck!*



List Price \$1.00

Here's the stringer that obsoletes all others! AND HERE'S WHY:






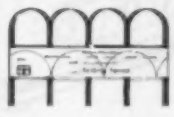



- Made entirely of high-strength NYLON (tabs, clips, spacers and cord)
- Rust-proof . . . rot-proof, therefore best for both fresh and salt water fishing.
- Weighs only 2 ounces . . . easy to carry in pocket or store in tackle box.
- Can't lose fish. Positive acting sleeve locks clips securely when in closed position. Cannot be opened accidentally.
- Clips not in use can be locked at top of cord within easy reach when stringer is over side of boat or when wading and each released as fish are added.
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Available through your Jobber. Literature on request.

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24 BROWNCROFT BLVD. • ROCHESTER 9, N. Y.



**America's**  
**Prestige Garden Line!**

<p><b>NEW</b></p>  <p><b>Redwood Tub Stands</b> Beautiful four-legged stands in gleaming brass plate. Five popular sizes available.</p>	<p><b>NEW</b></p>  <p><b>PLANTER COASTER</b> Made of gleaming brass plate. Plastic water pan included. Swivel ball bearing casters. Four sizes.</p>
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<p><b>LOOK FOR US AT</b> <b>CAROLINA'S HARDWARE &amp; HOUSEWARES SHOW</b> <b>RADIO CENTER,</b> <b>CHARLOTTE, N. C.</b> <b>FEB. 23-24-25, 1960</b></p>	<p><b>NEW</b></p>  <p><b>PLASTIC PLANTERS</b> Just added to the line. Come in two popular sizes. Stands of gleaming brass plate.</p>

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## FMC Orbit-Air Mower

The FMC Orbit-Air heads the 1960 line of power mowers manufactured by Bolens Products Division, Food Machinery & Chemical Corp., Port Washington, Wis.



The mower features a "cyclone chamber" where grass clippings are retained and pulverized after cutting. Then the airstream drives clippings downward between the grass.

Other features include front and rear guards enclosing blade and chamber for complete safety, Polyethylene Swanite wheels and pressed-in self-lubricating bearings. For more information—

Write in No. 129 on card, Pg. 91

## Duck Call

The Philip S. Olt Co., Pekin, Ill., is marketing the Model J-15 Duck Call, a compact version of its Model D-2 Duck Call. The smaller J-15 Call is made of hard rubber and is said to offer superior tone qualities.



No. J-15 Junior Duck Call

There are no metallic overtones in the call and its pitch is not affected by weather or wetting. The J-15 comes in a non-reflecting flat black finish, with an inletted lanyard groove. It retails for \$1.95. For more information—

Write in No. 130 on card, Pg. 91

For information on  
**CATALOGS & BULLETINS**  
See Page 86

## NEW 100% NYLON MASON'S LINE (BRAIDED or TWISTED)



A new item. Now used by masons, carpenters and professional mechanics... increasingly popular with home craftsmen, sportsmen and hobbyists. 100 ft. spools are packaged in this special display package. Wide variety of other put-ups.

Order from your jobber.

**King Cotton CORDAGE**

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## SMITH SPRAYERS



### RITESIZE

"The ladies' choice." Extremely light in weight. Easy to use. SMITH SPRAYERS and Dusters have been choice for Quality since 1888... complete line of all types, styles and sizes... superior in workmanship, design and performance.

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**NEW  
Catalog!**

## O. Ames Declares Policy to Protect Distributors

O. AMES Co., Parkersburg, W. Va., recently announced a sales policy set up to protect its basic distributors. In its "statement of wholesale distributor policy," the company declared:

"Definition and Classification of Wholesale Distributors: A business organization who purchases products for resale at a profit. The distributor must carry stock and maintain a sales organization. The distributor shall be a full line wholesaler of hardware and kindred lines, who performs all of the essential functions of the distribution from the manufacturer, primarily to the independent retailer, and who is independently owned, distributing the profits to stockholders or owners on the basis of the amount of their investment and not on the basis of purchases, and whose shipments to retailers are preponderantly from stock. Such wholesaler shall have so operated for at least three years.

"Hardware Distributor: One who sells to retail outlets with the major portion of the business on

general hardware and houseware items.

"Housewares Distributor: An organization that produces their major volume from various housewares items which are sold to retail outlets.

"Specialty Distributor: In this category will be those distributors who concentrate on a segment of the market. An example would be distributors of juvenile products or restaurant and bar equipment.

"Selective Distribution: Distributors of Ames Maid products will be carefully selected and one or more may be established in any given trading area, depending upon the requirements and the nature of the trade or types of customers actively solicited. Any established distributor, in a given trade area, will be advised before Ames Maid Products are made available to another distributor who may be a direct competitor. We make no exclusive distribution arrangements.

"Non-stocking Distributor: Ames Maid products will not be made available to buying agents or brokers at wholesale discounts or sold direct to distributors who do not carry stock or who are not

established as distributing outlets under the Ames Maid sales policy.

"We reserve the right to quote and sell direct to all United States Government and State agencies. In the premium field, that cannot be served by our distributors, we reserve the right to solicit business. The same will apply also to the supplying of special label items."

## Melnor Industries Moves to Enlarged Facilities

MELNOR INDUSTRIES, Inc., has officially opened its modern garden equipment manufacturing plant on a 14-acre site in Moonachie, N. J. The one-level plant building occupies two acres, while the road, parking lot with capacity for 127 cars, and greenery occupy four acres, leaving eight acres for future expansion.

The move follows a series of expansions by the company since its founding in 1946 by two brothers, Samuel Seiden and the late Louis Seiden. Prior to its present move, it was located at 300 DeWitt Ave., Brooklyn, N. Y.

# NEW!

FOR ALL THOSE PEOPLE  
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*Leco* has the Answer . . . .

Our LECO Perfection Model #2 was an outstanding success in '59 and now—with the added attachment of an extra wheel that will swing under the front wheel and latch into position, the new Perfection Model #3 edger and trimmer is in a class by itself. When edging the sidewalk or cutting flat the extra wheel is up out of the way . . . .



THE *Leco*  
PERFECTION MODEL #3  
**EDGER and TRIMMER**

When it is necessary to edge by the street curb, the rollover wheel rides in the street and one back wheel rides the curb. You still have the same balance . . . and depth adjustment is available at the handle control.



- ★ 2 HP BRIGGS AND STRATTON 4 CYCLE ENGINE
- ★ AMAZINGLY SIMPLE TO OPERATE
- ★ VERSATILE — EASY TO HANDLE

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# ADVERTISER'S INDEX

<b>A</b>		Graham & Co., John H., Seymour Smith & Son Division	Second Cover	Plymouth Cordage Co.	*
Acme Shear Co.	*	Greenlee Tool Co.	*	Portable Electric Tools, Inc.	117
Adams, Inc., C. F.	*	Gries Reproducer Corp.	*	Proen Products	106, 107
Airex Corporation	*	Gudebrod Bros. Silk Company, Inc.	*	Propulsion Engine Corp.	36
Aladdin Laboratories, Inc.	*			Puritan Cordage Co.	*
Amerace Corporation					
Supplex Company Division	83			<b>Q</b>	
American Chain & Cable Co., Inc.				Quick Mfg. Co., Inc.	40, 41
American Chain Div.	Front Cover				
American Pad & Textile Co.	127	<b>H</b>		<b>R</b>	
American Steel Wool Mfg. Co.	*	Hager & Sons Hinge Mfg. Co., C.	*	Radiator Specialty Company	*
Amerock Corporation	*	Hahn, Inc.	*	Radio Steel & Mfg. Co.	*
Ames Company, O.	96	Hamel Co., Inc., Lewis E.	137	Radio Products	135
Animal Trap Co. of America	132	Hanson Co., Henry L.	53	Red Devil Tools	Third Cover
Arbogast Company, Fred	118	Harris, Inc., Morton H.	*	Red Head Brand Company	*
Armcore Products	*	Hayes Spray Gun Co.	*	Red Jacket Manufacturing Co.	50
Ardor Manufacturing Inc.	*	Heddon's Sons, James	96, 97	Reeve-Company	*
Arrens Company Co., Inc.	*	Heineke & Co.	*	Reichert Float & Manufacturing Co.	*
Arrow Fastener Co., Inc.	*	Heller & Co., W. C.	*	Remington Arms Co., Inc., Ammunition Div.	*
Atkins Saw Division	*	High Standard Mfg. Corp.	*	Remington Arms Co., Inc., Firearms Division	*
Borg-Warner Corp.	*	Hodell Chain Co. Div. of National Screw & Mfg. Co.	*	Remington Arms Co., Inc.	*
Atlantic Industrial Corp.	127	Hodgman Rubber Company	*	Peters Cartridge Division	*
Atlantic Steel Co.	56	Hopple Sales, Fred A.	*	Republic Molding Corp.	*
Atlas Screw & Specialty Co.	*	Hoppe, Inc., Frank A.	*	Republic Steel Corp.	18, 19
Atlas Tack Corp.	*	Horton Equipment Company	*	Reynolds Aluminum Supply Co.	*
Atlas Tool & Mfg. Co.	21	Hyde Manufacturing Company	7	Richards-Wilcox Mfg. Co.	*
				Ridge Tool Co.	*
<b>B</b>				Root-Lowell Corp.	42
B & W Southwest Corp.	125			Royal Elec. Corp.	*
Bethlehem Steel Co.	39, 87	<b>I</b>		Rugg Manufacturing Company	134
Black & Decker Mfg. Co., The	125	Ideal Fishing Float Company	115		
Bridgeport Fabrics, Inc.	37	Igloo Corporation	13	<b>S</b>	
Bronson Reel Company	*	Irwin Auger Bit Co.	*	Samson Cordage Works	*
Burgess Battery Company	*			Sandvik Steel, Inc.	126
		<b>J</b>		Savage Arms Corp.	*
<b>C</b>		Jacobsen Manufacturing Co.	113	Sporting Arms Div.	*
Campbell Chain Co.	*	Johnson Service Company	*	Lawn Mower Div.	*
Carolina Washboard Co.	*	Jones & Laughlin Steel Corp.	*	Schlueter Mfg. Co.	*
Champion DeArment Tool Co.	*	Cream City Div.	*	Screw & Bolt Corp. of America	*
Chapin Mfg. Works Inc., R. E.	116	Justrite Manufacturing Co.	*	Shakespeare Company	89, 90
Chattanooga Royal Company	*			Sharon Bolt & Screw Co., Inc.	*
Clark Bros. Bolt Co.	102	<b>K</b>		Sheffield Div., Armco Steel Corp.	119
Classified Ads	134	Keystone Steel & Wire Co.	30, 31	Sherman Mfg. Co., H. B.	32
Clemson Bros. Inc.	*	King Hardware Company	*	Simplex Manufacturing Corp.	99
Cleveland Mills Co.	44			Slaymaker Lock Co.	129
Columbian Rope Co.	*	<b>L</b>		Smith & Co., D. B.	138
Commerce Pacific Inc.	*	Lamson & Sessions Co.	29	Southern Screw Co.	*
Connecticut Valley Mfg. Co.	*	Langley Corp.	*	Southwestern Plastic Pipe Co.	*
Consumers Glue Company	50	Larson Co., Chas. O.	*	Strataflo Products, Inc.	*
Coughlan Co., G. N.	*	Laszlo, S. E.	134	Sunset Line & Twine Co.	*
Crescent Tool Company	103	Lawn-Boy Division	81	Supreme Products Corporation	*
Cross & Co., W. W. Div. of	*	Lawn Equipment Company	139	Swan Rubber Company	38
Plymouth Cordage Industries, Inc.	*	Linen Thread Co.	108	Swing-A-Way Manufacturing Co.	22
Cyclone Fence Dept., Amer. Steel & Wire Div. United States Steel	*	Locke Stove	*		
		Lyman Gun Sight Corp.	*	<b>T</b>	
<b>D</b>				Tait Manufacturing Co., The	*
Dayton Bait Co.	*	<b>M</b>		Taylor Chain Co., S. G.	*
Decker Mfg. Co.	135	Mann Edge Tool Company	*	Tennessee Coal & Iron Div.	*
Denison-Johnson Corp.	49	Mark & Company, Clayton	135	Toro Manufacturing Corporation	84, 85
Detecto Scales, Inc.	*	Marshalltown Trowel Co.	*	True Temper Corp.	*
Devcon Corp.	17	Master Bronze Powder	45, 46, 47, 48	Turnbuckles, Inc.	*
Diamond Tool & Horseshoe Co.	*	Co., Inc.	Fourth Cover		
Dixie Trading Co.	8	Master Lock Co.	*	<b>U</b>	
Dobbins Div., Chamberlain Corp.	*	Maze Co., W. H.	109, 110, 111, 112	UMCO Corporation	137
Dovorany & Co., J. M.	*	Melnor Industries	118	Union Fork & Hoe Co.	121, 122, 123, 124
Draper-Maynard Co.	*	Midland Company	*	United States Plywood Corp.	79
Duro Company, The	*	Midland Industries, Inc.	118	United States Rubber Company	*
Dyer Specialty Co., Inc.	15	Milwaukee Tool & Equipment Co.	*	Cycle Tire Department	*
		Modern Tool & Die Co.	135	Universal Metal Products, Inc.	95
<b>E</b>		Molly Corp.	*	Upson Brothers, Inc.	*
Eagle Electric Mfg. Co., Inc.	128	Moore Push-Pin Co.	*		
Empire Brushes, Inc.	33	Mossberg & Sons, Inc., O. F.	*	<b>V</b>	
Enterprise Mfg. Co.	*	Moto-Mower, Inc.	*	Vital Prod. Mfg. Co.	*
Eppinger Mfg. Co., Lou J.	*	Murray Ohio Mfg. Co.	*		
Evans Rule Company	*			<b>W</b>	
		<b>N</b>		Water Master Co.	136
<b>F</b>		National Hardware Show, Inc.	*	Weber Tackle Company	129
Falls City Division	*	National Mfg. Co.	*	Wen Products, Inc.	*
Stratton & Terstegge Co.	*	National Metal Products Company	*	West Georgia Mills	*
Firearms International Corp.	*	National Screw & Mfg. Co.	43	Western Chain Co.	1, 2, 3, 4, 5, 6
Filter Co., Edwin H.	*	Nelson Mfg. Company, L. R.	11	Western Fishing Line Co.	54, 55
Flex-O-Glass Inc. (Warp Bros.)	*	New York Wire Cloth Co.	*	Whopper Stopper, Inc.	127
Forsberg Manufacturing Co., The	120	Nicholson File Co.	*	Wickwire Bros. Inc.	*
Frick-Gallagher Mfg. Co., The	*	Nixdorff-Krein Mfg. Co.	11	Wickwire Spencer Steel Company (Div. of Colorado Fuel & Iron Corp.)	129
		North & Judd Manufacturing Co.	133	Wire Products Co.	100, 101
<b>G</b>		Northwestern Steel & Wire Co.	*	Wisota Manufacturing Co.	104
General Elec. Co., Lamp Div.	51, 52			Wood & Sons, T. W.	104
General Steel Warehouse Co., Inc.	104	<b>O</b>		Wright-Bernet, Inc.	*
Gilmour Manufacturing Co.	*	Ohio Wire Products Company, Inc.	137	Wright Steel & Wire Co., G. F.	105
Gilson Brothers Co.	*	Olin Mathieson Chemical Corp., Winchester-Western Division	*		
Gladling & Co.	23, 24, 25, 26, 27, 28	Olt Co., Philip S.	*	<b>Y</b>	
Grabler Mfg. Co.	*	Ox Fibre Brush Co., Inc.	*	Yale & Towne Mfg. Co.	44C
Graham & Co., John H.	*			Ceramics Dept.	*
Bevin Bros. Manufacturing Co., Div.	*	<b>P</b>		Yuba Power Products, Inc., sub. of Yuba Consolidated Industries, Inc.	*
G. W. Griffin Co., Division	*	Penens Tool Corporation	*		
Graham & Co., Inc., King Cotton Cordage Div.	138	Pennsylvania Lawn Mower Division	*		
		American Chain & Cable Company	*		
		Peters Cartridge Div.	*		
		Remington Arms Co., Inc.	*		
		Peterson Manufacturing Co.	138		
		Phoenix Mfg. Co.	129		
		Plumb Fayette R. Inc.	*		





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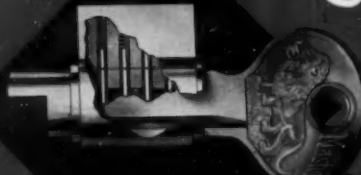
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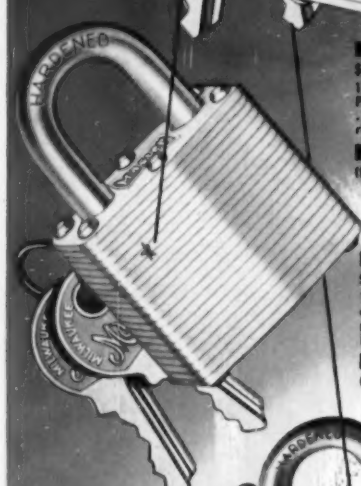
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